



National Research University Higher School of Economics (HSE)

Curriculum  
 Field of study 38.04.02 Management  
 Educational Programme "Retail Management"  
 Trajectories: "Retail Management"  
 Implementing unit: Graduate School of Business, HSE -  
 Moscow  
 2 nd, 2024/2025 academic year

APPROVED  
 06.05.2024  
 Vice Rector  
 ROSHCHIN S.Y.  
 Signed with EDS

Length of Programme: 2 years  
 Years of Study: 2023/2024 - 2024/2025  
 Mode of Study: Full Time  
 Degree: Master's degree / MBA

Block Code	Course	Subject type	Department	Credits	Total Academic Hours	Contact Hours	Allocation of Contact Hours				Additional Information
							1	2	3	4	
	<b>Degree Programme</b>			<b>60,00</b>	<b>2 280</b>	<b>274</b>	<b>100</b>	<b>108</b>	<b>62</b>	<b>4</b>	
	<b>Retail Management (Applied track)</b>			<b>60,00</b>	<b>2 280</b>	<b>274</b>	<b>100</b>	<b>108</b>	<b>62</b>	<b>4</b>	
	<b>Major</b>			<b>24,00</b>	<b>912</b>	<b>192</b>	<b>92</b>	<b>76</b>	<b>24</b>		
	<b>Basic Components</b>			<b>12,00</b>	<b>456</b>	<b>96</b>	<b>20</b>	<b>52</b>	<b>24</b>		
1	Data Science and the Application of Artificial Intelligence in Retail	C	департамент маркетинга	3,00	114	24			24A		
2	Managing Distributed Teams	C	департамент организационного поведения и управления человеческими ресурсами	3,00	114	24		24A			
3	Retail Economics and Intra-Company Entrepreneurship	C	департамент маркетинга	6,00	228	48	20	28A			
	<b>Elective Courses</b>			<b>12,00</b>	<b>456</b>	<b>96</b>	<b>72</b>	<b>24</b>			
	<b>Block of Elective Disciplines "Applied Marketing in Retail"</b>			<b>3,00</b>	<b>114</b>	<b>24</b>		<b>24</b>			
1	Branding and Marketing Communications in Retail	E	департамент маркетинга	3,00	114	24		24A			
2	Commercial Strategies and Category Management in Retail	E	департамент маркетинга	3,00	114	24	24A				
	<b>Block of Elective Courses "Functional Retail Management"</b>			<b>9,00</b>	<b>342</b>	<b>72</b>	<b>72</b>				
1	Fashion Retail: Fashion Industry Management	E	департамент маркетинга	3,00	114	24			24A		
2	Logistics and Supply Chain Management in Retail	E	департамент операционного менеджмента и логистики	3,00	114	24	24A				
3	Retail ESG Best Practices	E	департамент маркетинга	3,00	114	24	24A				
4	Entrepreneurship and Sales on Marketplaces	E	департамент маркетинга	3,00	114	24		24A			

5	Cost Management and Pricing in Retail	E	департамент маркетинга	3,00	114	24	24A				
<b>Final State Certification (FSC)</b>				<b>3,00</b>	<b>114</b>	<b>2</b>				<b>2</b>	
1	Final Qualification Paper	C		3,00	114	2				2A	
<b>Key Seminars</b>				<b>9,00</b>	<b>342</b>	<b>72</b>	<b>8</b>	<b>32</b>	<b>32</b>		
<b>Elective Research Seminars</b>				<b>3,00</b>	<b>114</b>	<b>24</b>		<b>24</b>			
<b>Block of Elective Courses "Problem analysis and decision-making"</b>				<b>3,00</b>	<b>114</b>	<b>24</b>		<b>24</b>			
1	Research Seminar "Critical Thinking and Problem Solving"	E	департамент организационного поведения и управления человеческими ресурсами	3,00	114	24		24A			
2	Research Seminar "Problem Structuring and Systems Thinking"	E	департамент операционного менеджмента и логистики	3,00	114	24		24A			
<b>Compulsory Seminars</b>				<b>6,00</b>	<b>228</b>	<b>48</b>	<b>8</b>	<b>8</b>	<b>32</b>		
1	Research Seminar "Research in the Retail Industry"	C	департамент маркетинга	3,00	114	24			24A		
2	Mentor Seminar 'Retail Management'	C	департамент маркетинга	3,00	114	24	8	8	8A		
<b>Magolego</b>				<b>6,00</b>	<b>228</b>						
1	All-university Pool MAGOLEGO Courses	E		6,00	228						
<b>Internship</b>				<b>18,00</b>	<b>684</b>	<b>8</b>			<b>6</b>	<b>2</b>	
<b>Project Internship</b>				<b>15,00</b>	<b>570</b>	<b>4</b>			<b>2</b>	<b>2</b>	
1	Consulting Project in Retail	C		3,00	114	2			2A		
2	Preparation of the Final Qualifying Work	C		12,00	456	2				2	
<b>Professional Internship</b>				<b>3,00</b>	<b>114</b>	<b>4</b>			<b>4</b>		
1	Work Experience Internship	C		3,00	114	4			4A		

**Curriculum agreed:**

Academic Supervisor	LEBEDEV A.V.	26.04.2024
Dean	GABRIELOV A.O.	06.05.2024
Head of Centre for Educational Model Design	LEPESHKIN I.A.	06.05.2024

\* Subject type:

Compulsory course

C

Elective course

E