

Faculty of Economics and Business Administration

Master of Science in Business Administration -- Commercial Management

Language of instruction: Dutch

Programme version 5

## 1 General Courses 6 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F710299 Strategic Management <i>Sebastian Desmidt -- Department of Marketing, Innovation and Organisation</i>	6		1	A:2	180

## 2 Courses Related to the Main Subject 39 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F710301 Buying Behavior [en] <i>Iris Vermeir -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
2	F710406 Sales Channels <i>Jolien Vandenbroele -- Department of Marketing, Innovation and Organisation</i>	3		1	A:1	90
3	F710407 Sales Techniques <i>Adriaan Spruyt -- Department of Marketing, Innovation and Organisation</i>	3		1	A:1	90
4	F710303 Marketing Communication [en] <i>Iris Vermeir -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
5	F710304 Market Research <i>Hendrik Slabbinck -- Department of Marketing, Innovation and Organisation</i>	3		1	A:1	90
6	F710305 Marketing Planning <i>Hendrik Slabbinck -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
7	F710392 Internship Commercial Management <i>Ignace De Beelde</i>	12		1	A:2	360

## 3 Master's Dissertation 15 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F710300 Master's Dissertation [en, nl]	15		1	A:J	450

### Teaching

When a course is not taught (solely) in the programme's language of instruction, the effectively used languages are indicated in square brackets following the course name, using the following ISO codes:

bg: Bulgarian	de: German	es: Spanish	ja: Japanese	pl: Polish	sh: Croatian/Serbian	zh: Chinese
cs: Czech	el: Greek	fr: French	nl: Dutch	pt: Portuguese	sl: Slovene	
da: Danish	en: English	it: Italian	no: Norwegian	ru: Russian	sv: Swedish	

### Semester

Semesters are indicated by their number (1 or 2); semester 3 represents the summer period and J indicates a course spanning semesters 1 and 2. When a capital letter precedes a semester number, the course has multiple offerings. The letter indicates the offering concerned.

When a semester is shown in brackets, the course is not offered this year in the specific offering.

The offering frequency and first year of offering are indicated by the following codes:

a: bi-annually	c: annually, from 2022-2023	f: annually, from 2023-2024	i: annually, from 2024-2025
b: tri-annually	d: bi-annually, from 2022-2023	g: bi-annually, from 2023-2024	j: bi-annually, from 2024-2025
	e: tri-annually, from 2022-2023	h: tri-annually, from 2023-2024	k: tri-annually, from 2024-2025