

Faculty of Economics and Business Administration

Master of Science in Business Economics -- Marketing

Language of instruction: English

Programme version 7

## 1 General Courses 6 credits

| Nr | Course   | CRDT | Ref | MT1 | Session | Study |
|----|--|------|-----|-----|---------|-------|
| 1  | F000442 Strategic Management<br>Johan Verrue -- Department of Marketing, Innovation and Organisation | 6    |     | 1   | A:1     | 180   |

## 2 Courses Related to the Main Subject 33 credits

| Nr | Course   | CRDT | Ref | MT1 | Session | Study |
|----|--|------|-----|-----|---------|-------|
| 1  | F000695 Consumer Behaviour<br>Maggie Geuens -- Department of Marketing, Innovation and Organisation                      | 6    |     | 1   | A:1     | 180   |
| 2  | F000696 Market Research Methods<br>Patrick Van Kenhove -- Department of Marketing, Innovation and Organisation           | 6    |     | 1   | A:1     | 180   |
| 3  | F000938 Business and International Marketing<br>Willem Standaert -- Department of Marketing, Innovation and Organisation | 3    |     | 1   | A:2     | 90    |
| 4  | F000698 Marketing Communication<br>Patrick De Pelsmacker -- Department of Marketing, Innovation and Organisation         | 6    |     | 1   | A:1     | 180   |
| 5  | F000875 Business Development and Strategic Selling<br>Fred Lemke -- Department of Marketing, Innovation and Organisation | 3    |     | 1   | A:2     | 90    |
| 6  | F000937 Digital Marketing<br>Sarah Steenhaut -- Department of Marketing, Innovation and Organisation                     | 6    |     | 1   | A:2     | 180   |
| 7  | F000877 Marketing in Practice<br>Anneleen Van Kerckhove -- Department of Marketing, Innovation and Organisation          | 3    |     | 1   | A:2     | 90    |

## 3 Elective Courses 6 credits

Subscribe to 6 credit units from no less than 1 and no more than 2 modules from the following list. Subject to approval by the faculty.

### 3.1 Program-Specific Elective Courses

| Nr | Course  | CRDT | Ref | MT1 | Session | Study |
|----|---|------|-----|-----|---------|-------|
| 1  | F000889 Internship [nl, en]<br>Ignace De Beelde   | 6    |     | 1   | A:J     | 180   |
| 2  | F000640 Audit<br>Ignace De Beelde -- Department of Accounting, Corporate Finance and Taxation   | 6    |     | 1   | A:1     | 180   |
| 3  | F000688 Management Control<br>Sophie Hoozée -- Department of Accounting, Corporate Finance and Taxation                                     | 6    |     | 1   | A:2     | 180   |
| 4  | F000689 International Financial Reporting Standards<br>Philippe Van Cauwenberge -- Department of Accounting, Corporate Finance and Taxation | 6    |     | 1   | A:1     | 180   |
| 5  | F000690 Research Methods in Accounting<br>Sophie Maussen -- Department of Accounting, Corporate Finance and Taxation                        | 6    |     | 1   | A:1     | 180   |
| 6  | F000870 Consolidation<br>Philippe Van Cauwenberge -- Department of Accounting, Corporate Finance and Taxation                               | 3    |     | 1   | A:2     | 90    |
| 7  | F000871 International Standards on Auditing<br>Kris Hardies -- Department of Accounting, Corporate Finance and Taxation                     | 3    |     | 1   | A:2     | 90    |
| 8  | F000691 Research Methods in Corporate Finance<br>Tom Vanacker -- Department of Accounting, Corporate Finance and Taxation                   | 6    |     | 1   | A:1     | 180   |

|    |         |  |   |   |     |     |
|----|---------|--|---|---|-----|-----|
| 9  | F000738 | Valuation and Financial Risk Management<br>Tom Vanacker -- Department of Accounting, Corporate Finance and Taxation        | 6 | 1 | A:1 | 180 |
| 10 | F000693 | Advanced Corporate Finance<br>Tom Vanacker -- Department of Accounting, Corporate Finance and Taxation                     | 6 | 1 | A:2 | 180 |
| 11 | F000694 | Advanced Financial Statement Analysis<br>Heidi Vander Bauwhede -- Department of Accounting, Corporate Finance and Taxation | 6 | 1 | A:1 | 180 |

### 3.2 General Elective Courses

| Nr | Course  | CRDT   | Ref | MT1 | Session | Study |
|----|---------|--|-----|-----|---------|-------|
| 1  | F000683 | Investment Analysis<br>Michael Frömmel -- Department of Economics  | 6   | 1   | A:1     | 180   |
| 2  | F000890 | Financial Modelling  | 6   | 1   |         | 180   |
| 3  | F000802 | Big Data<br>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation  | 6   | 1   | A:1     | 180   |
| 4  | F000706 | Advanced Production Management<br>Tarik Aouam -- Department of Business Informatics and Operations Management                          | 6   | 1   | A:2     | 180   |
| 5  | F000707 | Project Management<br>Mario Vanhoucke -- Department of Business Informatics and Operations Management                                  | 6   | 1   | A:1     | 180   |
| 6  | F000899 | Quality Management<br>Dries Goossens -- Department of Business Informatics and Operations Management                                   | 6   | 1   | A:2     | 180   |
| 7  | F000751 | Economic Globalisation<br>Glenn Rayp -- Department of Economics  | 6   | 1   | A:2     | 180   |
| 8  | F000752 | Environmental Economics and Policy [nl]<br>Brent Bleys -- Department of Economics  | 6   | 1   | A:2     | 180   |
| 9  | F000750 | Labour and Employment [nl]<br>Stijn Baert -- Department of Economics   | 6   | 1   | A:1     | 180   |
| 10 | F000765 | Monetary Theory and Policy [nl]<br>Gert Peersman -- Department of Economics  | 6   | 1   | A:1     | 180   |
| 11 | F000939 | Advanced Income Taxation [nl]<br>Inge Van De Woestyne -- Department of Interdisciplinary Study of Law, Private Law and Business Law    | 6   | 1   | A:1     | 180   |
| 12 | F000940 | Advanced Corporate Taxation [nl]<br>Inge Van De Woestyne -- Department of Interdisciplinary Study of Law, Private Law and Business Law | 6   | 1   | A:1     | 180   |
| 13 | F000868 | Advanced VAT-Law [nl]<br>Johan Van Der Paal -- Department of Accounting, Corporate Finance and Taxation                                | 6   | 1   | A:1     | 180   |
| 14 | F000838 | International and European Taxation<br>Patrick Derthoo -- Department of Accounting, Corporate Finance and Taxation                     | 3   | 1   | A:2     | 90    |
| 15 | F000837 | Local and Regional Taxes [nl]<br>Annelies Roggeman -- Department of Accounting, Corporate Finance and Taxation                         | 3   | 1   | A:1     | 90    |
| 16 | F000839 | Tax Procedure [nl]<br>Johan Speecke -- Department of Accounting, Corporate Finance and Taxation  | 3   | 1   | A:2     | 90    |
| 17 | F000840 | Legislation on Succession and Registration [nl]<br>Hélène Casman -- Department of Accounting, Corporate Finance and Taxation           | 3   | 1   | A:2     | 90    |
| 18 | F000841 | Deontology [nl]<br>Ingrid De Poorter -- Department of Accounting, Corporate Finance and Taxation                                       | 3   | 1   | A:2     | 90    |
| 19 | F000911 | Advanced Accounting Law [nl, en]<br>Koen De Grave -- Department of Accounting, Corporate Finance and Taxation                          | 5   | 1   | A:1     | 150   |
| 20 | F000920 | Networks in Socio-Economic Systems<br>Luis Enrique Correa da Rocha -- Department of Economics  | 6   | 1   | A:2     | 180   |
| 21 | F000935 | Ecological Economics<br>Brent Bleys -- Department of Economics   | 6   | 1   | A:2     | 180   |
| 22 | H002169 | Powerful Learning Environments [nl]<br>Bram De Wever -- Department of Educational Studies  | 6   | 1   | A:1     | 180   |
| 23 | H002196 | Classroom Management and Reflection [nl]<br>Melissa Tuytens -- Department of Educational Studies                                       | 4   | 1   | A:2     | 120   |
| 24 | H002197 | The Teacher within School and Society [nl]<br>Melissa Tuytens -- Department of Educational Studies                                     | 4   | 1   | A:1     | 120   |
| 25 | H002198 | Psychology of Adolescence [nl]<br>Wim Beyers -- Department of Developmental, Personality and Social Psychology                         | 4   | 1   | A:1     | 120   |

| Nr | Course                                 | CRDT | Ref | MT1 | Session | Study |
|----|--|------|-----|-----|---------|-------|
| 1  | F000878 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 |