

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 Sebastian Desmidt -- Department of Marketing, Innovation and Organisation | 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] Iris Vermeir -- Department of Marketing, Innovation and Organisation | 6 | | 1 | A:1 | 180 |
| 2 | F710406 Sales Channels Julie Verstraeten -- Department of Marketing, Innovation and Organisation | 3 | | 1 | A:1 | 90 |
| 3 | F710407 Sales Techniques Adriaan Spruyt -- Department of Marketing, Innovation and Organisation | 3 | | 1 | A:1 | 90 |
| 4 | F710303 Marketing Communication [en] Iris Vermeir -- Department of Marketing, Innovation and Organisation | 6 | | 1 | A:1 | 180 |
| 5 | F710304 Market Research Hendrik Slabbinck -- Department of Marketing, Innovation and Organisation | 3 | | 1 | A:1 | 90 |
| 6 | F710305 Marketing Planning Gudrun Roose -- Department of Marketing, Innovation and Organisation | 6 | | 1 | A:1 | 180 |
| 7 | F710392 Internship Commercial Management Frederik Gailly | 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 2025-2026 | f: annually, from 2026-2027 | i: annually, from 2027-2028 |
| b: tri-annually | d: bi-annually, from 2025-2026 | g: bi-annually, from 2026-2027 | j: bi-annually, from 2027-2028 |
| | e: tri-annually, from 2025-2026 | h: tri-annually, from 2026-2027 | k: tri-annually, from 2027-2028 |