



**Faculty of Economics and Business Administration
Master of Science in Business Engineering -- Data Analytics**

Language of instruction: English

Programme version 10

1 General Courses 50 credits

| Nr | Course | CRDT | Ref | MT1 | Session | Study |
|----|---|------|-----|-----|---------|-------|
| 1 | F000442 Strategic Management <i>Johan Verrué -- Department of Marketing, Innovation and Organisation</i> | 6 | | 1 | A:1 | 180 |
| 2 | F000896 Technology for the Circular Economy <i>Ramon Ganigüé -- Department of Biotechnology</i> | 5 | | 1 | A:2 | 150 |
| 3 | F000671 Human Resources Management <i>Dirk Buyens -- Department of Marketing, Innovation and Organisation</i> | 5 | | 1 | A:2 | 150 |
| 4 | F000124 System Dynamics <i>Mia Loccufier -- Department of Electromechanical, Systems and Metal Engineering</i> | 5 | | 1 | A:1 | 150 |
| 5 | F000699 Business-to-business Marketing <i>Steve Muylle -- Department of Marketing, Innovation and Organisation</i> | 6 | | 1 | A:1 | 180 |
| 6 | F000700 Managing Service Organisations <i>Kaat De Pourcq -- Department of Marketing, Innovation and Organisation</i> | 4 | | 2 | B:2 | 120 |
| 7 | F000897 Enterprise Architecture <i>Michal Hron -- Department of Business Informatics and Operations Management</i> | 4 | | 2 | A:1 | 120 |
| 8 | F000892 Innovation Management <i>Katrien Verleye -- Department of Marketing, Innovation and Organisation</i> | 3 | | 2 | A:2 | 90 |
| 9 | F000778 Business Process Management <i>Michaël Verdonck -- Department of Business Informatics and Operations Management</i> | 4 | | 1 | A:2 | 120 |
| 10 | F000704 Financing High Tech Entrepreneurial Companies <i>Miguel Meuleman -- Department of Accounting, Corporate Finance and Taxation</i> | 4 | | 2 | B:1 | 120 |
| 11 | F000891 Technology Entrepreneurship <i>Johan Verrué -- Department of Marketing, Innovation and Organisation</i> | 4 | | 2 | A:1 | 120 |

2 Courses Related to the Main Subject 34 credits

| Nr | Course | CRDT | Ref | MT1 | Session | Study |
|----|---|------|-----|-----|---------|-------|
| 1 | F000799 Social Media and Web Analytics <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i> | 6 | | 1 | A:2 | 180 |
| 2 | F000712 Analytical Customer Relationship Management <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i> | 6 | | 1 | A:1 | 180 |
| 3 | F000942 Machine Learning <i>Dries Benoit -- Department of Marketing, Innovation and Organisation</i> | 6 | | 1 | A:1 | 180 |
| 4 | F000941 Simulation Modelling and Analysis <i>Broos Maenhout -- Department of Business Informatics and Operations Management</i> | 4 | | 1 | A:2 | 120 |
| 5 | F000801 Predictive and Prescriptive Analytics <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i> | 6 | | 2 | A:2 | 180 |
| 6 | F000802 Big Data <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i> | 6 | | 2 | A:1 | 180 |

3 Elective Courses 12 credits

Subscribe to 12 credit units from no less than 1 and no more than 3 modules from the following list. Subject to approval by the faculty. Distributed over the first standard learning path as 6 credit units in year 1 and 6 credit units in year 2, over the second standard learning path as 6 credit units in year 2 and 6 credit units in year 3.

3.1 Elective Advanced Courses

Subscribe to no more than 12 credit units from the following list.

| Nr | Course | | CRDT | Ref | MT1 | Session | Study |
|----|---------|---|------|-----|-----|---------|-------|
| 1 | F000683 | Investment Analysis <i>Michael Frömmel -- Department of Economics</i> | 6 | | | A:1 | 180 |
| 2 | F000898 | Business Valuation <i>Leentje Moortgat -- Department of Accounting, Corporate Finance and Taxation</i> | 4 | | | A:2 | 120 |
| 3 | F001006 | Management Accounting and Control <i>Sophie Maussen -- Department of Accounting, Corporate Finance and Taxation</i> | 4 | | | A:2 | 120 |
| 4 | F000717 | Financial Risk Management <i>Frank De Jonghe -- Department of Economics</i> | 6 | | | A:1 | 180 |
| 5 | F000706 | Advanced Production Management <i>Veronique Limère -- Department of Business Informatics and Operations Management</i> | 6 | | | A:2 | 180 |
| 6 | F000899 | Quality Management <i>Dries Goossens -- Department of Business Informatics and Operations Management</i> | 6 | | | B:1 | 180 |
| 7 | F000836 | Decision Making for Business <i>Mario Vanhoucke -- Department of Business Informatics and Operations Management</i> | 6 | | | A:1 | 180 |
| 8 | F000710 | Supply Chain Management <i>Louis-Philippe Kerkhove -- Department of Business Informatics and Operations Management</i> | 6 | | | A:2 | 180 |
| 9 | F000676 | Econometrics: Time Series Analysis <i>Gerdie Everaert -- Department of Economics</i> | 6 | | | A:1 | 180 |
| 10 | F000920 | Networks in Socio-Economic Systems <i>Luis Enrique Correa da Rocha -- Department of Economics</i> | 6 | | | A:2 | 180 |
| 11 | F000707 | Project Management <i>Mario Vanhoucke -- Department of Business Informatics and Operations Management</i> | 6 | | | A:1 | 180 |
| 12 | F000918 | Deep Learning <i>Seppe vanden Broucke -- Department of Business Informatics and Operations Management</i> | 6 | | | A:2 | 180 |
| 13 | F000889 | Internship [nl, en] <i>Frederik Gailly</i> | 6 | | | A:J | 180 |
| 14 | I002700 | Clean Technology <i>Sophie Huysveld -- Department of Green Chemistry and Technology</i> | 5 | | | A:1 | 150 |
| 15 | E065460 | Rational Use of Materials <i>Tom Depover -- Department of Materials, Textiles and Chemical Engineering</i> | 5 | | | A:1 | 150 |
| 16 | E004153 | Heuristics and Search Methods <i>Sidharta Gautama -- Department of Industrial Systems Engineering and Product Design</i> | 3 | | | A:1 | 90 |
| 17 | E076380 | Methods Engineering and Work Measurement <i>Dieter Claeys -- Department of Industrial Systems Engineering and Product Design</i> | 6 | | | A:2 | 180 |
| 18 | E004720 | Network Modelling and Design <i>Mario Pickavet -- Department of Information Technology</i> | 4 | | | B:2 | 120 |
| 19 | E076820 | Project Management <i>Mario Vanhoucke -- Department of Business Informatics and Operations Management</i> | 6 | | | A:2 | 180 |
| 20 | E060240 | Quality Engineering and Industrial Statistics <i>Stijn De Vuyst -- Department of Industrial Systems Engineering and Product Design</i> | 6 | | | A:2 | 180 |
| 21 | E011320 | Queueing Theory <i>Joris Walraevens -- Department of Telecommunications and Information Processing</i> | 6 | | | A:1 | 180 |
| 22 | E018130 | NoSQL Databases <i>Antoon Bronselaer -- Department of Telecommunications and Information Processing</i> | 3 | | | A:2 | 90 |
| 23 | E018700 | Data Quality <i>Antoon Bronselaer -- Department of Telecommunications and Information Processing</i> | 3 | | | A:1 | 90 |

3.2 Elective General Courses

| Nr | Course | | CRDT | Ref | MT1 | Session | Study |
|----|---------|--|------|-----|-----|---------|-------|
| 1 | F000681 | Economics of Banking <i>Rudi Vander Vennet -- Department of Economics</i> | 6 | | | A:1 | 180 |
| 2 | F000764 | Economics of Financial Markets <i>William De Vilder -- Department of Economics</i> | 6 | | | A:1 | 180 |
| 3 | F000687 | Advanced Econometrics: Non-Linear Methods <i>Gerdie Everaert -- Department of Economics</i> | 6 | | | A:2 | 180 |

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|----|---------|--|---|-----|-----|----|
| 4 | F001007 | Advanced Microeconomics: Game Theory [en, nl] <i>Dirk Van de gaer -- Department of Economics</i> | 6 | A:1 | 180 | |
| 5 | F000628 | Microeconomics: Decision Theory <i>Dirk Van de gaer -- Department of Economics</i> | 6 | B:1 | 180 | |
| 6 | F000196 | Monetary Economics [nl] <i>Gert Peersman -- Department of Economics</i> | 5 | A:1 | 150 | |
| 7 | F000935 | Ecological Economics <i>Brent Bleys -- Department of Economics</i> | 6 | A:2 | 180 | |
| 8 | F000653 | Insurances [nl] <i>Thomas Verheyen -- Department of Interdisciplinary Study of Law, Private Law and Business Law</i> | 6 | A:1 | 180 | |
| 9 | F000640 | Audit <i>Anschi De Wolf -- Department of Accounting, Corporate Finance and Taxation</i> | 6 | A:1 | 180 | |
| 10 | F000852 | Taxation [nl] <i>Annelies Raggeman -- Department of Accounting, Corporate Finance and Taxation</i> | 5 | A:2 | 150 | |
| 11 | F000694 | Advanced Financial Statement Analysis <i>Heidi Vander Bauwheide -- Department of Accounting, Corporate Finance and Taxation</i> | 6 | A:1 | 180 | |
| 12 | F000696 | Market Research Methods <i>Hendrik Slabbinck -- Department of Marketing, Innovation and Organisation</i> | 6 | A:1 | 180 | |
| 13 | F000859 | Corporate Social Responsibility [nl] <i>Saskia Crucke -- Department of Marketing, Innovation and Organisation</i> | 3 | A:2 | 90 | |
| 14 | B001339 | Law and Economics [nl] <i>Ben Depoorter -- Department of Interdisciplinary Study of Law, Private Law and Business Law</i> | 3 | A:2 | 90 | |
| 15 | F000933 | Environmental Economics [nl] <i>Johan Albrecht -- Department of Economics</i> | 4 | A:1 | 120 | |
| 16 | E075310 | Ethics, Engineering and Society [nl] <i>Seppe Segers -- Department of Philosophy and Moral Sciences</i> | 3 | A:2 | 90 | |
| 17 | D012535 | Health Economics [nl] <i>Dominique Vandijck -- Department of Public Health and Primary Care</i> | 5 | A:1 | 150 | |
| 18 | H001977 | Coaching and Diversity [nl] <i>Elisabeth De Schauwer -- Department of Special Education</i> | 3 | UKV | A:J | 90 |
| 19 | D002354 | Movement and Sports: Now and Later [nl] <i>Veerle Segers -- Department of Movement and Sports Sciences</i> | 3 | UKV | A:2 | 90 |
| 20 | F000750 | Labour and Employment [nl] <i>Stijn Baert -- Department of Economics</i> | 6 | A:1 | 180 | |

3.3 Elective Courses Academic Teacher Education

Subscribe to no more than 12 credit units from the following list.

| Nr | Course | | CRDT | Ref | MT1 | Session | Study |
|----|---------|---|------|-----|-----|---------|-------|
| 1 | H002169 | Powerful Learning Environments [nl] <i>Bram De Wever -- Department of Educational Studies</i> | 6 | | | A:1 | 180 |
| 2 | H002196 | Classroom Management and Reflection [nl] <i>Tijs Rotsaert -- Department of Educational Studies</i> | 4 | | | A:2 | 120 |
| 3 | H002197 | The Teacher within School and Society [nl] <i>Melissa Tuytens -- Department of Educational Studies</i> | 4 | | | A:1 | 120 |
| 4 | H002198 | Psychology of Adolescence [nl] <i>Wim Beyers -- Department of Developmental, Personality and Social Psychology</i> | 4 | | | A:1 | 120 |

4 Master's Dissertation

24 credits

| Nr | Course | | CRDT | Ref | MT1 | Session | Study |
|----|---------|-----------------------|------|-----|-----|---------|-------|
| 1 | F000612 | Master's Dissertation | 24 | | 2 | A:J | 720 |

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 |