GHENT UNIVERSITY

Faculty of Economics and Business Administration

Master of Science in Data Science for Business

Language of instruction: English

Programme version 3

1 General Courses — 40 credits

Nr	Course		CRDT	Ref	MT1	Session	Study
1	F001000	Social Media and Web Analytics	6	1		A:2	180
		Matthias Bogaert -- Department of Marketing, Innovation and Organisation					
2	F001001	Big Data Analytics	8	1		A:1	240
		Dirk Van den Poel -- Department of Marketing, Innovation and Organisation					
3	F000881	Analytical Customer Relationship Management	8	1		A:1	240
		Dirk Van den Poel -- Department of Marketing, Innovation and Organisation					
4	F000999	Predictive and Prescriptive Analytics	6	1		A:2	180
		Matthias Bogaert -- Department of Marketing, Innovation and Organisation					
5	F000948	Machine learning	8	1		A:1	240
		Dries Benoit -- Department of Marketing, Innovation and Organisation					
6	F000918	Deep Learning	4	1		B:2	120
		Seppe vanden Broucke -- Department of Business Informatics and Operations Management					

2 Master's Dissertation — 20 credits

Nr	Course		CRDT	Ref	MT1	Session	Study
1	F000885	Master's Dissertation	20	1		A:J	600
		Dirk Van den Poel -- Department of Marketing, Innovation and Organisation					

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 cours name, using the following ISO codes:

bg: Bulgarian	de: German	es: Spanish	ja: Japanese	pl: Polish	sh: Kroatian/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 in 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