

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

2 Master's Dissertation 20 credits

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

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