



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 <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	6		1	A:2	180
2	F001001	Big Data Analytics <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	8		1	A:1	240
3	F000881	Analytical Customer Relationship Management <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	8		1	A:1	240
4	F000999	Predictive and Prescriptive Analytics <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	6		1	A:2	180
5	F000948	Machine learning <i>Dries Benoit -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	8		1	A:1	240
6	F000918	Deep Learning <i>Seppe vanden Broucke -- Department of Business Informatics and Operations Management</i> Indicative price: € 0	4		1	B:2	120

2 Master's Dissertation						20 credits	
Nr	Course		CRDT	Ref	MT1	Session	Study
1	F000885	Master's Dissertation <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i> Indicative price: unknown	20		1	A:J	600

Programme related study costs

None

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

Learning materials

The prices stated are indicative and subject to fluctuations.

The list of learning materials per course unit can be found in the course sheets.