

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.