



## Faculty of Economics and Business Administration

### Master of Science in Business Administration -- Commercial Management

Language of instruction: Dutch

Programme version 6

#### 1 General Courses 6 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F710299 Strategic Management <i>Sebastian Desmidt -- Department of Marketing, Innovation and Organisation</i>	6		1	A:2	180

#### 2 Courses Related to the Main Subject 39 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F710301 Buying Behavior [en] <i>Iris Vermeir -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
2	F710406 Sales Channels <i>Julie Verstraeten -- Department of Marketing, Innovation and Organisation</i>	3		1	A:1	90
3	F710407 Sales Techniques <i>Adriaan Spruyt -- Department of Marketing, Innovation and Organisation</i>	3		1	A:1	90
4	F710303 Marketing Communication [en] <i>Iris Vermeir -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
5	F710304 Market Research <i>Hendrik Slabbinck -- Department of Marketing, Innovation and Organisation</i>	3		1	A:1	90
6	F710305 Marketing Planning <i>Gudrun Roose -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
7	F710392 Internship Commercial Management <i>Frederik Gailly</i>	12		1	A:2	360

#### 3 Master's Dissertation 15 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F710300 Master's Dissertation [en, nl]	15		1	A:J	450

#### 4 International Exchange

Students can study abroad in semester 1 or 2.

\* semester 1 (package of courses: at least 27 ECTS): the student takes a study period abroad to replace the courses of the chosen main subject of the first semester; the courses taken abroad must match the student's main subject.

\* semester 2 (package of courses: at least 18 ECTS): the student takes a study period abroad to replace the course 'Strategic Management' and to replace the internship (of the chosen main subject) in the second semester; the courses taken abroad must match the student's main subject for a minimum of 6 ECTS; since the student takes the master's dissertation as a full year course (with a supervisor at UGent), the student is expected to complete it, even though the student is studying abroad during the 2<sup>nd</sup> semester.

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F001017 Study Programme Abroad 1st semester [en]	27			A:1	810
2	F001018 Study Programme Abroad 2nd semester [en]	18			A:2	540

## 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 2026-2027	f: annually, from 2027-2028	i: annually, from 2028-2029
b: tri-annually	d: bi-annually, from 2026-2027	g: bi-annually, from 2027-2028	j: bi-annually, from 2028-2029
	e: tri-annually, from 2026-2027	h: tri-annually, from 2027-2028	k: tri-annually, from 2028-2029