

Faculty of Economics and Business Administration

Master of Science in Business Engineering (Double Degree) -- Data Analytics

Language of instruction: English

Programme version 2

## 1 General Courses

Subscribe to the 1 module from the following list. Subject to approval by the faculty.

1.1 With the Master in Service Engineering and Management (University of Porto) 120 credits

1.1.1 First year (Ghent University) 60 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000442 Strategic Management <i>Johan Verrue -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
2	F000896 Technology for the Circular Economy <i>Ramon Ganigüé -- Department of Biotechnology</i>	5		1	A:2	150
3	F000124 System Dynamics <i>Mia Loccufier -- Department of Electromechanical, Systems and Metal Engineering</i>	5		1	A:1	150
4	F000700 Managing Service Organisations <i>Kaat De Pourcq -- Department of Marketing, Innovation and Organisation</i>	4		1	B:2	120
5	F000799 Social Media and Web Analytics <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i>	6		1	A:2	180
6	F000712 Analytical Customer Relationship Management <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
7	F000942 Machine Learning <i>Dries Benoit -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180
8	F000941 Simulation Modelling and Analysis <i>Broos Maenhout -- Department of Business Informatics and Operations Management</i>	4		1	A:2	120
9	F000801 Predictive and Prescriptive Analytics <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i>	6		1	A:2	180
10	F000802 Big Data <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i>	6		1	A:1	180

1.1.1.1 Elective: Master in Business Engineering Data Analytics

Subscribe to 6 credit units from module 3, distributed over the first standard learning path as follows: 6 credit units in year 1.

[Elective Course of the master in Business Engineering Data Analytics](#)

(<https://studiekiezer.ugent.be/master-of-science-in-business-engineering-data-analytics-en/programma>)

1.1.2 Second year - first semester (University of Porto) 30 credits

Subscribe to 30 credit units from the following list.

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F001038 Business Process Modeling	6		2	A:1	180
2	F001039 Programming	5		2	A:1	150
3	F001040 Human Computer Interaction	6		2	A:1	180
4	F001041 Creativity	6		2	A:1	180
5	F001042 Decision Support Systems	6		2	A:1	180
6	F001043 New Service Development and Design	6		2	A:1	180
7	F001044 Information Systems Architecture	6		2	A:1	180
8	F001045 Customer Relationship Management	6		2	A:1	180

9 F001046 Technology Entrepreneurship Lab 6 2 A:1 180  
 1.1.3 Second year - second semester (Ghent University) 30 credits

#### 1.1.3.1 Master's Dissertation

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000612 Master's Dissertation	24		2	A:J	720

#### 1.1.3.2 Elective: Master in Business Engineering Data Analytics

Subscribe to 6 credit units from module 3, distributed over the first standard learning path as follows: 6 credit units in year 2.

[Elective Course of the master in Business Engineering Data Analytics](https://studiekiezer.ugent.be/master-of-science-in-business-engineering-data-analytics-en/programma)

(<https://studiekiezer.ugent.be/master-of-science-in-business-engineering-data-analytics-en/programma>)

1.2 With the Master of Innovation and Technology Management, University of Tartu 120 credits

1.2.1 First year - first semester (University of Tartu) 30 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F001065 Innovation Management	6		1	A:1	180
2	F001066 Business Analysis	6		1	A:1	180
3	F001067 Innovative Organization and Entrepreneurship	6		1	A:1	180
4	F001068 Requirement Engineering	6		1	A:1	180
5	F001069 Business Growth Strategies	6		1	A:1	180

1.2.2 First year - second semester (Ghent University) 30 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000896 Technology for the Circular Economy <i>Ramon Ganigú -- Department of Biotechnology</i>	5		1	A:2	150
2	F000671 Human Resources Management <i>Dirk Buyens -- Department of Marketing, Innovation and Organisation</i>	5		1	A:2	150
3	F000799 Social Media and Web Analytics <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i>	6		1	A:2	180
4	F000941 Simulation Modelling and Analysis <i>Broos Maenhout -- Department of Business Informatics and Operations Management</i>	4		1	A:2	120

#### 1.2.2.1 Elective: Master in Business Engineering Data Analytics

Subscribe to 10 credit units from module 3, distributed over the first standard learning path as follows: 10 credit units in year 1.

[Elective Course of the master in Business Engineering Data Analytics](https://studiekiezer.ugent.be/master-of-science-in-business-engineering-data-analytics-en/programma)

(<https://studiekiezer.ugent.be/master-of-science-in-business-engineering-data-analytics-en/programma>)

1.2.3 Second year (Ghent University) 60 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000700 Managing Service Organisations <i>Kaat De Pourcq -- Department of Marketing, Innovation and Organisation</i>	4		2	B:2	120
2	F000704 Financing High Tech Entrepreneurial Companies <i>Miguel Meuleman -- Department of Accounting, Corporate Finance and Taxation</i>	4		2	B:1	120
3	F000712 Analytical Customer Relationship Management <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i>	6		2	A:1	180
4	F000942 Machine Learning <i>Dries Benoit -- Department of Marketing, Innovation and Organisation</i>	6		2	A:1	180
5	F000801 Predictive and Prescriptive Analytics <i>Matthias Bogaert -- Department of Marketing, Innovation and Organisation</i>	6		2	A:2	180
6	F000802 Big Data <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i>	6		2	A:1	180

#### 1.2.3.1 Master's dissertation

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000612 Master's Dissertation	24		2	A:J	720

#### 1.2.3.2 Elective: Master in Business Engineering Data Analytics

Subscribe to 4 credit units from module 3, distributed over the first standard learning path as follows: 4 credit units in year 2.

[Elective Course of the master in Business Engineering Data Analytics](https://studiekiezer.ugent.be/master-of-science-in-business-engineering-data-analytics-en/programma)

(<https://studiekiezer.ugent.be/master-of-science-in-business-engineering-data-analytics-en/programma>)

## 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