GHENT UNIVERSITY

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

2 Master's Dissertation — 20 credits

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

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 cours name, using the following ISO codes:

bg: Bulgarian	de: German	es: Spanish	ja: Japanese	pl: Polish	sh: Kroatian/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 in 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

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.