

# MASTER OF SCIENCE IN BUSINESS ECONOMICS (MARKETING)

60 ECTS CREDITS - LANGUAGE: ENGLISH

## WHAT

In the Business Economics programme students become acquainted with almost every functional aspect of the business world: how and why a company is established, how it is financed, how it organises itself administratively, how it produces goods and services, how it markets and sells those goods and services, how it deals with personnel and how the company's management co-ordinates and steers all those activities. The emphasis is on the inside of the business. The Master's programme offers three disciplines that allow you to tailor your curriculum according to your own interests, and become an expert in one of the three functional fields.

Effective **marketing** is key to the success of every organisation, especially in today's social media driven, consumer-centred business environment. When diving into the functional field of marketing, you will be given the opportunity to develop and sharpen your marketing skills, such as learning to understand consumers' decision-making, identifying and meeting target markets' needs based on adequate market research techniques, developing bold strategic marketing programmes and corresponding (digital) marketing communications. As the majority of commercial processes relate to transactions between organisations, not only business-to-consumer, but also business-to-business marketing is studied. Several course units use a problem-based methodology by means of which students analyse and work out specific case studies in small groups.

## STRUCTURE

The Master's curriculum has a modular structure, which falls outside the traditional term system. Course units are arranged in modular blocks of six weeks each. Each block contains only two course units, which allows you to process the content in a more focused and in-depth manner. The teaching methods are challenging: case studies, group assignments, discussion panels, lectures, business games, etc. You sit exams of the two course units at the end of each modular block, but the blocks also contain interim assessments and (group) assignments. As a result, you no longer sit exams in January or June.

In the second term you will take a practical course unit that ties in with your specialisation, and in which you become acquainted with the professional field. You will have enough time in the programme to work

on your Master's dissertation. That Master's dissertation is a crucial element of your training. It testifies to your ability to apply the acquired knowledge to a problem independently.

If you want to combine your Master's degree with a Teacher's degree, then there is the option of taking a Master's Programme in Teaching (in Dutch:

'Educatieve master') instead of the above described master. The Master's Programme in Teaching, however, is a Dutch-taught programme. More information can be found on [www.ugent.be/educatievemaster](http://www.ugent.be/educatievemaster).

*It is possible to participate in a **double degree programme** with the Georg-August-Universität Göttingen or with the University Clermont Auvergne. In a double degree programme students receive a degree of both the home and the host university.*

## LABOUR MARKET

The largest outlet for Business Economics graduates is the business world. We find graduates in every possible position in companies and social profit organisations. Most graduates start their career in the discipline they chose in the Master's programme, but this often shifts after a few years. Some graduates are given greater responsibilities within the original field and become a marketing manager or financial director, and eventually grow into CMO, CFO or even CEO positions. Others expand their career within a different functional field or are promoted to general management posts. The broad orientation of the programme makes such career moves easier. A significant number of graduates chooses what is called an economic profession: accountant, corporate consultant, fiscal advisor, marketing consultant, etc. These professions can be practised as an employee or as a self-employed person. Finally, we also find Business Economics graduates in banks, at insurance companies, government services and services close to the government.

Some examples of jobs for graduates in Business Economics:

- auditor
- accountmanager
- digital marketeer
- credit control officer
- executive director
- business advisor
- marketing & communication officer
- project finance consultant
- M&A analyst

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- treasury analyst
- financial controller
- business consultant
- senior accountant
- ...

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## TOELATINGSVOORWAARDEN VOOR HOUDERS VAN EEN VLAAMS DIPLOMA

### 1 Rechtstreeks:

- Bachelor in de toegepaste economische wetenschappen
- Bachelor in de toegepaste economische wetenschappen: bedrijfskunde
- Bachelor in de toegepaste economische wetenschappen: economisch beleid
- Bachelor of Business Economics
- Master handelsingenieur
- Master handelsingenieur in de beleidsinformatica
- Master in Business Engineering
- Master in de handelswetenschappen
- Master in de toegepaste economische wetenschappen: bedrijfskunde
- Master in de toegepaste economische wetenschappen: economisch beleid
- Master in de toegepaste economische wetenschappen: handelsingenieur
- Master in de toegepaste economische wetenschappen: handelsingenieur in de beleidsinformatica
- Master of Business Administration
- Master of Business and Information Systems Engineering
- Master of Business Engineering: Business and Technology

### 2 Na het met succes voltooien van een voorbereidingsprogramma:

#### MIN 37 SP - MAX 90 SP

- Een diploma van een bacheloropleiding in het academisch onderwijs
- Een diploma van een masteropleiding aansluitend op een bacheloropleiding
- Een diploma van een masteropleiding die volgt op een andere masteropleiding

### 3 Na het met succes voltooien van een schakelprogramma:

#### 58 SP

- a opleidingen nieuwe structuur:
  - Bachelor in de netwerkeconomie
  - Bachelor in het bedrijfsmanagement
  - Bachelor of Business Management
  - Bachelor of International Business Management
- b opleidingen oude structuur:
  - Gegradueerde in bedrijfsbeheer, optie accountancy-fiscaliteit
  - Gegradueerde in bedrijfsbeheer, optie expeditie, distributie en transport

- Gegradueerde in bedrijfsbeheer, optie financie- en verzekeringswezen
- Gegradueerde in bedrijfsbeheer, optie marketing
- Gegradueerde in bedrijfsbeheer, optie milieu-administratie
- Gegradueerde in bedrijfsbeheer, optie rechtspraktijk

## ADMISSION REQUIREMENTS FOR INTERNATIONAL DEGREE STUDENTS

- The course is open to students with a least a bachelor degree.
- The programme consists of three learning trajectories. These trajectories should be present in the candidates' educational background in order to be eligible for the master's programme:
  - 1 economics and business economics trajectory: microeconomics, macroeconomics, accounting, marketing, etc.
  - 2 quantitative trajectory: mathematics, calculus, algebra, etc.
  - 3 methodological trajectory: statistics, econometrics, research methods, etc.
- For more information about the required student profile, check the faculty's website:  
<https://www.ugent.be/eb/en/degree-students/overview-prospective-students.htm>

Information on admission requirements and the administrative procedure for admission on the basis of a diploma obtained abroad, can be found on the following page: [www.ugent.be/prospect/en/administration/enrolment-or-registration](https://www.ugent.be/prospect/en/administration/enrolment-or-registration).

## LANGUAGE REQUIREMENTS

Language requirements Dutch: no language requirements  
English: CEFR level B2

The language requirements for this study programme can be found on: [www.ugent.be/language/requirements](https://www.ugent.be/language/requirements)

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## PRACTICAL INFORMATION

### Study programme

[studiekiezer.ugent.be/master-of-science-in-business-economics-marketing-en/programma](https://studiekiezer.ugent.be/master-of-science-in-business-economics-marketing-en/programma)

### Information sessions

#### Graduation Fair

[afstudeerbeurs.gent/en/students/further-studies](https://afstudeerbeurs.gent/en/students/further-studies)

#### Open Days

Each spring the graduation fair **EVOLV**, organised by the UGent Association, offers the opportunity to discover all possible options to continue studying or to start looking for a job (with more than 200 different companies).

There is also a specific Open Day that offers the opportunity to visit the campus, talk to professors and students, discover the course material and ask questions. Registration will open on May 1st.

24 June 2023

06 September 2023

### Enrolling institution

Information on enrolment at Ghent University.

### Application Deadline (for International degree students)

For students who **need a visa**: before 1st of April

For students who **do not need a visa**: before 1st of June

[Read more](#)

### Tuition fee

More information is to be found on: [www.ugent.be/tuitionfee](https://www.ugent.be/tuitionfee)

## Contact

For students who wish to enroll in this master based on a

**Flemish degree**: contact Laure Janssens or Frauke Cuelenaere via [traject.eb@ugent.be](mailto:traject.eb@ugent.be)

For students who wish to enroll in this master based on a **non-**

**Flemish degree**: contact Laura Haek via [international.eb@ugent.be](mailto:international.eb@ugent.be).

For students who wish to enroll in this master based on a

**Flemish degree**: [www.ugent.be/eb/nl](https://www.ugent.be/eb/nl)

For students who wish to enroll in this master based on a **non-**

**Flemish degree**: [www.ugent.be/eb/en](https://www.ugent.be/eb/en)