MASTER IN BUSINESS ECONOMICS

MAIN SUBJECTS: ACCOUNTANCY • CORPORATE FINANCE • MARKETING

60 ECTS CREDITS – LANGUAGE: ENGLISH – DEGREE: MASTER OF SCIENCE

COURSE CONTENT

The Business Economics programme is aimed at students interested in the business scene. It prepares them for the active and flexible fulfilment of a wide range of tasks in the financial, industrial, trade and service sectors in which companies and social profit organisations operate. 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 coordinates and steers all those activities. Emphasis is placed on the inside of the business.

COURSE STRUCTURE

The master's programme has a modular structure. That means that you will no longer be taught according to the traditional semester system. From now on, your courses will be bundled in four modular blocks of six weeks each. You only have two courses per block 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. At the end of each modular block you have exams from the two previous courses. During a modular block you also get interim tests and (group) assignments. As a result, you no longer have exams in January or June. In the second semester you will receive a practical course that fits 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 thesis.

In the master's programme there are three disciplines that allow you to tailor your curriculum, according to your own interests, to one functional field.

Accountancy studies the financial reporting process in organisations. On the one hand, financial reporting aims to inform investors, shareholders, employees, customers, suppliers and the government about the organisation's performance. Important aspects are the liquidity, solvability and profitability of the organisation. That communication occurs, to a considerable extent, via the annual report. On the other hand, the financial reporting system provides management with indispensable information that allows them to make accurate policy decisions. This discipline studies that last aspect within the Management Control course, while other courses investigate financial reporting based on international reporting standards (IAS/IFRS) and check the reliability of financial reporting. Specific attention is paid to scientific research methods within the field of accountancy. Finally, supervised work sessions aim to integrate scientific research and questions that are relevant to the job. Several courses use a problem-driven methodology in which students analyse and work out specific case studies in small groups.

Corporate Finance studies the way that corporate activities are financed. The various financing methods and instruments that are available to a company have strongly differing characteristics, each with their own advantages and disadvantages. One of the challenges for the company is finding an optimal mix between the financing methods; they must allow for sufficient flexibility while remaining acceptable with regard to cost. The financing mix is also translated into the structure of the company's annual report; it can be analysed thoroughly from that perspective. In the context of an increasing number of fusions and takeovers, you learn how companies can be valued and how risks can be managed. Finally, this discipline also covers research methodology and the seminar projects integrate practical applications within the field of study.

Commercial jobs are studied thoroughly in **Marketing**. With regard to research methods, lots of attention is paid to market research. You learn to assess whether existing market research has been performed properly, you learn to plan your own market research and to choose the right methods and techniques. Another part of the programme focuses on consumer behaviour and its impact on the company. Marketing communication is investigated and lots of attention is given to brand policy and advertising. Many commercial processes relate to transactions between organisations. They form the so-called industrial or business market. Moreover, many companies are active internationally due to globalisation. Therefore, the international market, international strategies and the organisation of the marketing post in international companies are studied. Supervised work sessions provide an integration of practical applications. One or two elective courses allow you to customise your programme. Finally, the master's dissertation is a very important element. Via that dissertation you can show that you are able to apply the acquired knowledge to a problem independently.

CAREER PERSPECTIVES

The largest outlet for Business Economics graduates is the business world. We find graduates in every possible position within companies and social profit organisations. Most graduates start their career in the discipline that they choose in the master's programme. After a few years this often shifts. Some graduates are given greater responsibilities within the original field and become a Marketing Manager or Financial Director. 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 choose what is called an economic profession: accountant, corporate consultant, fiscal advisor, registered accountant, etc. These professions can be practised as an employee or as a self-employed person. Finally, we also find Business Economics graduates in banks, insurance companies, government services and services close to the government. Some examples of jobs in which Business Economics graduates start: auditor, cost price expert (controller), financial director, financial consultant (IPOs, company acquisitions), marketing manager and market researcher.

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TOELATINGSVOORWAARDEN VOOR HOUDERS VAN EEN VLAAMS DIPLOMA

Rechtstreeks:
- Ba toegepaste economische wetenschappen
- Ma handelswetenschappen
- Ma Business Administration

Via schakelprogramma: (58 studiepunten)
- Ba netwerkeconomie
- Ba bedrijfsmanagement
- Ba International Business Management
- Ba Business Management
  opleiding(en) oude structuur:
  - gegradueerde bedrijfsbeheer

Via voorbereidingsprogramma: (37 studiepunten)
- Ba/Ma economische wetenschappen
- Ba/Ma toegepaste economische wetenschappen: handelsingenieur
- Ba/Ma toegepaste economische wetenschappen: handelsingenieur in de beleidsinformatica
- Ba handelswetenschappen
- Ba handelsingenieur
- Ma Economics
- Ma Business Engineering
- Ba/Ma sociaal-economische wetenschappen

Via voorbereidingsprogramma: (91 studiepunten)
- (andere) bachelor academisch onderwijs
- masterdiploma

TAAL
Je voldoet aan de taalvoorwaarden op basis van je Vlaams diploma.

PRAKTISCHE INFORMATIE

Studieprogramma: https://studiegids.ugent.be
> faculteiten > opleidingstypes > ga naar de opleiding van je keuze

Voorbereidende initiatieven
Je kunt je basisvaardigheden wiskunde online bijschaven, een vakantiecursus wiskunde en/of een vakantiecursus boekhouden bijwonen.
Alle informatie op https://studiekiezer.ugent.be. Selecteer deze opleiding en je vindt toelichting en praktische details onder de rubriek 'Vlot van start'.

Alternatieve trajecten
De schakel- en voorbereidingsprogramma's worden in één of twee delen aangeboden (kunnen dus gespreid worden over één of twee jaar). Dat maakt de combinatie met werken of andere studies mogelijk. Je kan terecht bij de trajectbegeleiding voor inhoudelijke of administratieve vragen met betrekking tot de toelating.

Infomomenten
Masterbeurs
www.ugent.be/masterbeurs
Opleidingsgebonden infosessie
29 maart 2018, 18-20 u. en 30 juni 2018, 10-12 u.,
campus Tweekerkenstraat
www.ugent.be/nl/studeren/masteropleidingen

Trajectbegeleiding
Frauke Cuelenaere
Campus Tweekerken, Tweekerkenstraat 2 – 9000 Gent
T 09 264 34 66 – frauke.cuelenaere@ugent.be – www.ugent.be/eb

Meer info
Afdeling Studieadvies – Campus Ufo, Ufo,
Sint-Pietersnieuwstraat 33, 9000 Gent, T 09 331 00 31
studieadvies@ugent.be – www.ugent.be/studieadvies

De informatie op deze fiche is bijgewerkt tot 1 november 2018.

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ADMISSION REQUIREMENTS FOR INTERNATIONAL DEGREE STUDENTS

Admission can only be granted after an individual application procedure. The Study Programme Committee will make the final decision whether to accept the application or not. The Study Programme Committee can decide that students need to follow a preparatory course or an individual master's programme, for instance for students who hold another diploma of bachelor or master than mentioned.

LANGUAGE

More information regarding the required knowledge of English:
www.ugent.be/languagerequirements

PRACTICAL INFORMATION

Study programme
www.ugent.be/coursecatalogue
> by Faculty > Programme types > select your programme

Application deadline for international degree students
- for students who need a visa: 1st of March
- for students who do not need a visa: 1st of June

www.ugent.be/deadline

Enrolling institution
Ghent University

Tuition fee
More information: www.ugent.be/tuitionfee

Learning Track Counsellor
Frauke Cuelenaere
Campus Tweekerken, Tweekerkenstraat 2 – 9000 Gent
T 09 264 34 66 – frauke.cuelenaere@ugent.be – www.ugent.be/eb