

Cycle view of the study programme

B1 Or Th Pr Au Cr

Optional courses (B1 : 60Cr, B2 : 60Cr)

Choose the programme according to the background (B1 : 60Cr, B2 : 60Cr)

NEW PROGRAMME (B1 : 60Cr, B2 : 60Cr)

GEST7077-1	<i>International economic environment</i> - Jérôme SCHOENMAECKERS	B1	Q1	36	-	-	4
FINA9014-1	<i>Finance for business</i> - Anne CHANTEUX, Magali HERMAN	B1	Q1	45	-	-	5
MQGE9005-1	<i>Supply Chain Processes for Commercial Performance</i> (english language) - Thierry PIRONET	B1	Q2	36	-	-	4
LANG9906-1	<i>Business English (B2)</i> - Stéphanie HAYEN, Andrea MOMMER	B1	Q2	18	-	-	2
GEST7080-1	<i>Research Topic Identification</i> - Nadia STEILS	B1	Q2	9	-	-	1
GSTG3004-1	<i>Immersion in business I</i> - Thierry PIRONET	B1	TA	-	-	-	24
GEST7076-1	<i>Innovation and Change Management</i> (english language) - Olivier LISEIN, Frédéric OOMS	B2	Q1	45	-	-	5
MQGE9004-1	<i>Sales Analytics Part II Predictive Methods</i> (english language) - Stéphanie AERTS	B2	Q1	45	-	-	5
DROI8055-1	<i>Law and sales forces</i> - Jacques DEFER	B2	Q1	27	-	-	3
GEST7075-1	<i>Research Methodology</i> (english language) - Nadia STEILS	B2	Q1	9	-	-	1
GMEM9006-2	<i>Final thesis - project</i> Prerequisite : GEST7080-1 - Research Topic Identification	B2	TA	-	-	-	30

Choose two courses out of the following : (B1 : 3Cr, B2 : 3Cr)

LANG9907-1	<i>Commercieel Nederlands - level 1 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE	B1	TA	27	-	-	3
LANG9908-1	<i>Handelsdeutsch - Teil 1 (B1)</i> - Laurent GIANOTTI	B1	TA	27	-	-	3
LANG9911-1	<i>Commercieel Nederlands - level 2 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE Corequisite : LANG9907-1 - Commercieel Nederlands - niveau 1 (B1)	B2	Q1	27	-	-	3
LANG9910-1	<i>Handelsdeutsch - Teil 2 (B1)</i> - Laurent GIANOTTI Corequisite : LANG9908-1 - Handelsdeutsch - Teil 1 (B1)	B2	TA	27	-	-	3

Single focus (B1 : 17Cr, B2 : 13Cr)

Professional Focus (B1 : 17Cr, B2 : 13Cr)

GEST7078-1	<i>Sales and strategic negotiation</i> - Willem STANDAERT	B1	Q2	45	-	-	5
GEST7079-1	<i>E-Business and Digital Marketing</i> (english language) - Vincent NANNI	B1	Q2	27	-	-	3
MQGE9003-1	<i>Sales Analytics Part I Data Management</i> (english language) - Stéphanie AERTS - Suppl : Morgane DUMONT	B1	Q2	36	-	-	4
GEST7017-1	<i>Business Strategy and Strategic Marketing</i> (english language) - Willem STANDAERT	B1	Q1	45	-	-	5
GEST7021-1	<i>Leadership and management of sales teams</i> - Didier DEFRÈRE	B2	Q1	45	-	-	5
GEST7051-1	<i>Strategic Rooms (Simulation Game)</i> (english language) - Willem STANDAERT	B2	Q1	36	-	-	4
MARK9303-1	<i>Services and Brand Management</i> (english language) - Cécile DELCOURT, Laurence DESSART	B2	Q2	36	-	-	4

TRANSITIONAL PROGRAMME (B1 : 60Cr, B2 : 60Cr)

GEST7013-1	<i>Business environment</i>	B1	Q1	45	-	-	5
FINA9014-1	<i>Finance for business</i> - Anne CHANTEUX, Magali HERMAN	B1	Q1	45	-	-	5
MQGE9002-1	<i>Supply Chain Management for Commercial Performance</i> (english language)	B1	Q2	27	-	-	3
LANG9906-1	<i>Business English (B2)</i> - Stéphanie HAYEN, Andrea MOMMER	B1	Q2	18	-	-	2
GEST7018-1	<i>Research methodology</i>	B1	Q2	9	-	-	1
GSTG3004-1	<i>Immersion in business I</i> - Thierry PIRONET	B1	TA	-	-	-	24
GEST7019-1	<i>Innovation and Change Management</i> (english language) - Olivier LISEIN, Frédéric OOMS	B2	Q1	54	-	-	6
MQGE9004-1	<i>Sales Analytics Part II Predictive Methods</i> (english language) - Stéphanie AERTS	B2	Q1	45	-	-	5
DROI8054-1	<i>Law and sales forces</i> - Jacques DEFER	B2	Q1	18	-	-	2
GEST7075-1	<i>Research Methodology</i> (english language) - Nadia STEILS	B2	Q1	9	-	-	1
GMEM9006-2	<i>Final thesis - project</i>	B2	TA	-	-	-	30
Corequisite : GEST7018-1 - Méthodologie de recherche							

Choose one language course from: (B1 : 3Cr)

LANG9907-1	<i>Commercieel Nederlands - level 1 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE	B1	TA	27	-	-	3
LANG9908-1	<i>Handelsdeutsch - Teil 1 (B1)</i> - Laurent GIANOTTI	B1	TA	27	-	-	3

Choose one of the following courses : (B2 : 3Cr)

LANG9911-1	<i>Commercieel Nederlands - level 2 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE	B2	Q1	27	-	-	3
Corequisite : LANG9907-1 - Commercieel Nederlands - niveau 1 (B1)							
LANG9910-1	<i>Handelsdeutsch - Teil 2 (B1)</i> - Laurent GIANOTTI	B2	TA	27	-	-	3
Corequisite : LANG9908-1 - Handelsdeutsch - Teil 1 (B1)							

Single focus (B1 : 17Cr, B2 : 13Cr)

Professional Focus (B1 : 17Cr, B2 : 13Cr)

GEST7049-1	<i>Sales and strategic negotiation</i>	B1	Q2	54	-	-	6
GEST7050-1	<i>Digital Marketing and Sales Analytics</i> (english language)	B1	Q2	54	-	-	6
GEST7017-1	<i>Business Strategy and Strategic Marketing</i> (english language) - Willem STANDAERT	B1	Q1	45	-	-	5
GEST7021-1	<i>Leadership and management of sales teams</i> - Didier DEFRÈRE	B2	Q1	45	-	-	5
GEST7051-1	<i>Strategic Rooms (Simulation Game)</i> (english language) - Willem STANDAERT	B2	Q1	36	-	-	4
MARK9303-1	<i>Services and Brand Management</i> (english language) - Cécile DELCOURT, Laurence DESSART	B2	Q2	36	-	-	4