

Block view of the study programme

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Block 1

Core curriculum compulsory courses

GEST7077-1	<i>Sustainability and the international economic environment</i> - Jérôme SCHOENMAECKERS	Q1	36	-	-	4
FINA9014-1	<i>Finance for business</i> - Aurélie DILIBERTO - Suppl : Camille MEULDERS	Q1	45	-	-	5
MQGE9005-1	<i>Supply Chain Processes for Commercial Performance</i> (english language) - Thierry PIRONET	Q2	36	-	-	4
LANG9906-1	<i>Business English (B2)</i> - Anne DELAHAUT, Stéphanie HAYEN	Q1	18	-	-	2
GEST7080-1	<i>Research Topic Identification</i> - Nadia STEILS	Q2	9	-	-	1
GSTG3004-1	<i>Immersion in business 1</i>	TA	-	-	-	24

Common core courses

Choose one of the following courses :

Notice : as in 2024-2025, the student may be exempted from taking these optional courses if they have obtained an upper secondary education diploma in Dutch or German, or if they pass a language test at the beginning of the academic year in Dutch, German, Spanish or Italian.

LANG9907-1	<i>Commercieel Nederlands - level 1 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE	Q2	27	-	-	3
LANG9908-1	<i>Handelsdeutsch - Teil 1 (B1)</i> - Marie MAWHIN	Q2	27	-	-	3

Focus compulsory courses

GEST7078-1	<i>Sales and strategic negotiation</i> - Willem STANDAERT	TA	45	-	-	5
GEST7079-1	<i>Digital Marketing and Sales</i> (english language) - Nadia STEILS	Q2	27	-	-	3
MQGE9003-1	<i>Sales Analytics Part I Data Management</i> (english language) - Stéphanie AERTS, Morgane DUMONT	Q2	36	-	-	4
GEST7017-1	<i>Business Strategy : Marketing, Digitalization, Sustainability</i> (english language) - Willem STANDAERT	Q1	45	-	-	5

Block 2

Core curriculum compulsory courses

GEST7076-1	<i>Innovation and Change Management</i> (english language) - Olivier LISEIN, Frédéric OOMS	TA	45	-	-	5
MQGE9004-1	<i>Sales Analytics Part II Predictive Methods</i> (english language) - Stéphanie AERTS, Morgane DUMONT	TA	45	-	-	5
DROI8055-1	<i>Law and sales forces</i> - Jacques DEFER	Q1	27	-	-	3
GEST7075-1	<i>Research Methodology</i> (english language) - Nadia STEILS	Q1	9	-	-	1
GMEM9006-2	<i>Final thesis - project</i>	TA	-	-	-	30
Prerequisite :						
GEST7080-1 - Research Topic Identification						

Common core courses

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LANG9911-1	<i>Commercieel Nederlands - level 2 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE	Q1	27	-	-	3
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Corequisite :

LANG9907-1 - Commercieel Nederlands - niveau 1 (B1)

LANG9910-1 *Handelsdeutsch - Teil 2 (B1)* - Marie MAWHIN

Q1 27 - - 3

Corequisite :

LANG9908-1 - Handelsdeutsch - Teil 1 (B1)

Focus compulsory courses

GEST7021-1 *Leadership and management of sales teams* - Michaël PARMENTIER

Q2 45 - - 5

GEST7051-1 *Business Simulation Game (english language)* - Jordan FLEISSIG,
Willem STANDAERT

Q1 36 - - 4

MARK9303-1 *Services and Brand Management (english language)* - Cécile DELCOURT,
Laurence DESSART - Suppl : Laurence DESSART

Q1 36 - - 4