

Cycle view of the study programme

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Core curriculum compulsory courses (B1 : 40Cr, B2 : 44Cr)

GEST7077-1	<i>Sustainability and the international economic environment</i> - Jérôme SCHOENMAECKERS	B1	Q1	36	-	-	4
FINA9014-1	<i>Finance for business</i> - Aurélie DILIBERTO - Suppl : Camille MEULDERS	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> - Anne DELAHAUT, Stéphanie HAYEN	B1	Q1	18	-	-	2
GEST7080-1	<i>Research Topic Identification</i> - Nadia STEILS	B1	Q2	9	-	-	1
GSTG3004-1	<i>Immersion in business 1</i>	B1	TA	-	-	-	24
GEST7076-1	<i>Innovation and Change Management</i> (english language) - Olivier LISEIN, Frédéric OOMS	B2	TA	45	-	-	5
MQGE9004-1	<i>Sales Analytics Part II Predictive Methods</i> (english language) - Stéphanie AERTS, Morgane DUMONT	B2	TA	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>	B2	TA	-	-	-	30
Prerequisite : GEST7080-1 - Research Topic Identification							

Common core courses (B1 : 3Cr, B2 : 3Cr)

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

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	B1	Q2	27	-	-	3
LANG9908-1	<i>Handelsdeutsch - Teil 1 (B1)</i> - Marie MAWHIN	B1	Q2	27	-	-	3
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> - Marie MAWHIN	B2	Q1	27	-	-	3
Corequisite : LANG9908-1 - Handelsdeutsch - Teil 1 (B1)							

Focus compulsory courses (B1 : 17Cr, B2 : 13Cr)

GEST7078-1	<i>Sales and strategic negotiation</i> - Willem STANDAERT	B1	TA	45	-	-	5
GEST7079-1	<i>Digital Marketing and Sales</i> (english language) - Nadia STEILS	B1	Q2	27	-	-	3
MQGE9003-1	<i>Sales Analytics Part I Data Management</i> (english language) - Stéphanie AERTS, Morgane DUMONT	B1	Q2	36	-	-	4
GEST7017-1	<i>Business Strategy : Marketing, Digitalization, Sustainability</i> (english language) - Willem STANDAERT	B1	Q1	45	-	-	5
GEST7021-1	<i>Leadership and management of sales teams</i> - Michaël PARMENTIER	B2	Q2	45	-	-	5
GEST7051-1	<i>Business Simulation Game</i> (english language) - Jordan FLEISSIG, Willem STANDAERT	B2	Q1	36	-	-	4
MARK9303-1	<i>Services and Brand Management</i> (english language) - Cécile DELCOURT, Laurence DESSART - Suppl : Laurence DESSART	B2	Q1	36	-	-	4