



Faculty of Business Studies
-- HOGESCHOOL GENT --
Faculty of Business Studies

1st year Business management Optional course marketing
[Academic Year 2003 - 2004]
(only valid in the Academic Year: 2003 - 2004)

No.	Course	Sem.	A	B	C	D	E
1	Commercial and financial techniques		50.0			150	6
2	Business management		25.0			75	3
3	Statistics		12.5	12.5		75	3
4	Applied information technology			25.0		100	4
5	Marketing		25.0			75	3
6	Economics		37.5			125	5
7	General bookkeeping		50.0			150	6
8	General, civil and commercial law	1	50.0			150	6
9	Communication in Dutch		25.0	12.5		100	4
10	Communication in French		25.0	12.5		100	4
11	Communication in English		25.0	12.5		100	4
12	Marketing strategy		25.0			75	3
13	Advertising		25.0			75	3
14	Market research		25.0			75	3
15			12.5	12.5		75	3
	- Fourth language German		12.5	12.5		75	3

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No.	Course	Sem.	A	B	C	D	E
	- Fourth language Spanish		12.5	12.5		75	3
	Code: RBBRX - 04 - 01 version : 02					1500	60