



**Faculty of Business, Languages & Information Technologystudies - Aalst**  
**-- HOGESCHOOL GENT --**

1st year Bachelor in business studies - Main Subject: Marketing  
 [Academic Year 2004 - 2005]  
 (valid starting from 2004 - 2005)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Commercial and financial techniques	2	2	37.5			<b>125</b>	<b>5</b>
2	Management	1	1	75.0		12.5	<b>175</b>	<b>7</b>
3	Statistics	1	1	12.5	12.5		<b>75</b>	<b>3</b>
4	Economics	1	1	37.5			<b>125</b>	<b>5</b>
5	General, Civil and Commercial law	2	2	50.0			<b>150</b>	<b>6</b>
6	Communicational skills I	1	1	25.0	25.0	25.0	<b>150</b>	<b>6</b>
7	French I	1	1	25.0	12.5	12.5	<b>125</b>	<b>5</b>
8	English I	1	1	25.0	12.5	12.5	<b>125</b>	<b>5</b>
9	Consumer psychology	2	2	37.5		12.5	<b>150</b>	<b>6</b>
10	Market research	2	2	37.5	12.5	12.5	<b>150</b>	<b>6</b>
11	Professional language training: French I	2	2	12.5		12.5	<b>75</b>	<b>3</b>
12	Optional subjects : select one		2	12.5	12.5		<b>75</b>	<b>3</b>
	- German I	2		12.5	12.5		75	3
	- Spanish I	2		12.5	12.5		75	3
	- European Studies	2		25.0			75	3
	Code: OCBMGM - 00 - 01 version : 01						<b>1500</b>	<b>60</b>

**DT = courses can be taken on a part-time basis, 1 = first part, 2 = second part, etc**