



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

1st year Bachelor in business studies - Main Subject: Marketing
[Academic Year 2007 - 2008]

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Commercial and financial techniques	2	2	37.5			125	5
2	Management	1	1	75.0		12.5	175	7
3	Statistics	1	1	12.5	12.5		75	3
4	Economics	1	1	37.5			125	5
5	General, Civil and Commercial law	2	2	50.0			150	6
6	Communicational skills I	1	1	25.0	25.0	25.0	150	6
7	French I	1	1	25.0	12.5	12.5	125	5
8	English I	1	1	25.0	12.5	12.5	125	5
9	Consumer psychology	2	2	37.5		12.5	150	6
10	Market research	2	2	37.5	12.5	12.5	150	6
11	Professional language training: French I	2	2	12.5		12.5	75	3
12	Selection package I : select one		2	12.5	12.5		75	3
	- 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 : 07						1500	60

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