



**Faculty of Applied Business and ICT (Aalst Campus)**  
**-- HOGESCHOOL GENT --**

1st year Bachelor in business studies - Main Subject: Marketing  
 [Academic Year 2008 - 2009]  
 (valid starting from 2008 - 2009)

No.	Course	Sem.	P-T 2Y.	A	B	C	D	E
1	Handels- en financiële technieken	2	2	24.0			<b>75</b>	<b>3</b>
2	Management	1	1	72.0		12.0	<b>175</b>	<b>7</b>
3	Statistiek	1	1	12.0	12.0		<b>75</b>	<b>3</b>
4	Economie	1	1	36.0			<b>125</b>	<b>5</b>
5	Algemeen, burgerlijk en handelsrecht	2	2	48.0			<b>150</b>	<b>6</b>
6	Communicatievaardigheden	1	1	24.0	24.0	12.0	<b>150</b>	<b>6</b>
7	Frans	1	1	12.0	12.0		<b>75</b>	<b>3</b>
8	Engels	1	1	12.0	12.0		<b>75</b>	<b>3</b>
9	Taaltraining Frans I en Engels I	2	2		24.0	24.0	<b>100</b>	<b>4</b>
10	Beroepsgerichte taaltraining Frans I	2	2	12.0		12.0	<b>75</b>	<b>3</b>
11	Marketingstrategie en consumentenpsychologie	2	2	36.0		12.0	<b>150</b>	<b>6</b>
12	Marktonderzoek	2	2	48.0	12.0	12.0	<b>200</b>	<b>8</b>
13	Selection package I : select one		2	12.0	12.0		<b>75</b>	<b>3</b>
	- Duits I	2		12.0	12.0		75	3
	- Spaans I	2		12.0	12.0		75	3
	- Europakunde	2		24.0			75	3
	Code: OCBMGM - 00 - 01 version : 08						<b>1500</b>	<b>60</b>

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