

Faculty of Business, Languages & Information Technology studies - Aalst
-- 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			75	3
2	Management	1	1	72.0		12.0	175	7
3	Statistiek	1	1	12.0	12.0		75	3
4	Economie	1	1	36.0			125	5
5	Algemeen, burgerlijk en handelsrecht	2	2	48.0			150	6
6	Communicatievaardigheden	1	1	24.0	24.0	12.0	150	6
7	Frans	1	1	12.0	12.0		75	3
8	Engels	1	1	12.0	12.0		75	3
9	Taaltraining Frans I en Engels I	2	2		24.0	24.0	100	4
10	Beroepsgerichte taaltraining Frans I	2	2	12.0		12.0	75	3
11	Marketingstrategie en consumentenpsychologie	2	2	36.0		12.0	150	6
12	Marktonderzoek	2	2	48.0	12.0	12.0	200	8
13	Selection package I : select one		2	12.0	12.0		75	3
	- 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						1500	60

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