

Block view of the study programme

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Block 1

Compulsory courses

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|------------|---|----|----|---|---|-----------|
| GEST7077-1 | <i>International economic environment</i> - Jérôme SCHOENMAECKERS | Q1 | 36 | - | - | 4 |
| FINA9014-1 | <i>Finance for business</i> - Anne CHANTEUX, Magali HERMAN | Q1 | 45 | - | - | 5 |
| MQGE9005-1 | <i>Supply Chain Processes for Commercial Performance</i> (english language) - Thierry PIRONET | Q2 | 36 | - | - | 4 |
| LANG9906-1 | <i>Business English (B2)</i> - Stéphanie HAYEN, Andrea MOMMER | Q1 | 18 | - | - | 2 |
| GEST7080-1 | <i>Research Topic Identification</i> - Nadia STEILS | Q2 | 9 | - | - | 1 |
| GSTG3004-1 | <i>Immersion in business I</i> | TA | - | - | - | 24 |

Optional courses

Choose one of the following courses :

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|------------|---|----|----|---|---|----------|
| LANG9907-1 | <i>Commercieel Nederlands - level 1 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE | Q2 | 27 | - | - | 3 |
| LANG9908-1 | <i>Handelsdeutsch - Teil 1 (B1)</i> - Laurent GIANOTTI | Q2 | 27 | - | - | 3 |

Single focus

Professional Focus

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| GEST7078-1 | <i>Sales and strategic negotiation</i> - Willem STANDAERT | Q2 | 45 | - | - | 5 |
| GEST7079-1 | <i>E-Business and Digital Marketing</i> (english language) - Vincent NANNI | Q2 | 27 | - | - | 3 |
| MQGE9003-1 | <i>Sales Analytics Part I Data Management</i> (english language) - Stéphanie AERTS, Morgane DUMONT - Suppl : Stéphanie AERTS | Q2 | 36 | - | - | 4 |
| GEST7017-1 | <i>Business Strategy : Marketing, Digitalization, Sustainability</i> (english language) - Willem STANDAERT | Q1 | 45 | - | - | 5 |

Block 2

Compulsory courses

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|------------|--|----|----|---|---|-----------|
| GEST7076-1 | <i>Innovation and Change Management</i> (english language) - Olivier LISEIN, Frédéric OOMS | Q1 | 45 | - | - | 5 |
| MQGE9004-1 | <i>Sales Analytics Part II Predictive Methods</i> (english language) - Stéphanie AERTS, Morgane DUMONT | Q1 | 45 | - | - | 5 |
| DROI8055-1 | <i>Law and sales forces</i> - Jacques DEFER | Q1 | 27 | - | - | 3 |
| GEST7075-1 | <i>Research Methodology</i> (english language) - Nadia STEILS | Q1 | 9 | - | - | 1 |
| GMEM9006-2 | <i>Final thesis - project</i> | TA | - | - | - | 30 |

Prerequisite :
GEST7080-1 - Research Topic Identification

Optional courses

Choose one of the following courses :

| | | | | | | |
|------------|---|----|----|---|---|----------|
| LANG9911-1 | <i>Commercieel Nederlands - level 2 (B1)</i> - Monique STASSEN, Isabelle VAN DEN HOVE | Q1 | 27 | - | - | 3 |
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Corequisite :
LANG9907-1 - Commercieel Nederlands - niveau 1 (B1)

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| LANG9910-1 | <i>Handelsdeutsch - Teil 2 (B1)</i> - Laurent GIANOTTI | Q1 | 27 | - | - | 3 |
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Corequisite :
LANG9908-1 - Handelsdeutsch - Teil 1 (B1)

Single focus

Professional Focus

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| GEST7021-1 | <i>Leadership and management of sales teams</i> - Michaël PARMENTIER | Q1 | 45 | - | - | 5 |
| GEST7051-1 | <i>Business Simulation Game</i> (english language) - Willem STANDAERT | Q1 | 36 | - | - | 4 |
| MARK9303-1 | <i>Services and Brand Management</i> (english language) - Cécile DELCOURT, Laurence DESSART - Suppl : Cécile DELCOURT | Q2 | 36 | - | - | 4 |