

BSc Bedrijfs- en Consumentenwetenschappen

Studieprogramma



Periode	1 Sep-Okt	2 Nov-Dec	3 Jan	4 Feb	5 Mrt-Apr	6 Mei-Jun
Jaar 1	Statistics 1 & 2	Sociology of Business and Consumption	Research Methods in the Social Sciences	Commercial Law	Business and Consumer Perspectives on Food Quality	Mathematics M
	Introduction to Business and Consumer Studies	Presentation and Reflection Skills			Introduction to Business Economics	Analysis of a Problem Situation
	General Safety	Management and Marketing				
Jaar 2	Principles of Consumer Studies	Quantitative and Qualitative Research Techniques in the Social Sciences	Advanced Management and Marketing	Accounting	Decision Science 2 OF Consumer Behaviour: Concepts and Research Methods	Applied Information Technology
	Persoonlijk professionaliseringstraject				Strategic Change Management and Innovation OF Supply Chain Design and Planning	
	Decision Science 1	Economics	Lifestyles and Consumption	Human Decision Making	Consumer Behaviour: Concepts and Research Methods	Food Innovation Research: a Gamma-Beta Approach
Jaar 3	Economics of Agribusiness	Supply Chain Networks	BSc thesis	Keuzevakken		
	Financial Management in Agriculture of Corporate Financial Management	BSc thesis				
	Applied Consumer Studies	Persuasion in Consumer Communication for Sustainability	BSc thesis			
	Usability Research in Product Design	BSc thesis				

■ Gemeenschappelijk deel
 ■ Specialisatie: Bedrijf
 ■ Specialisatie: Consument
 ■ Vrije keuzeruimte / minor