

Course Specifications

Valid as from the academic year 2020-2021

Sales Channels (F710406)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)

Credits 3.0 Study time 90 h Contact hrs 30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	self-reliant study activities	8.0 h
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Lecturers in academic year 2020-2021

Lagasse, Leen	EB23	lecturer-in-charge
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Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Economics (main subject Business Administration)	3	A
Master of Science in Business Administration (main subject Commercial Management)	3	A

Teaching languages

Dutch

Keywords

Position of the course

Contents

Initial competences

Final competences

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Online discussion group, self-reliant study activities, online lecture: response lecture, online project

Learning materials and price

References

Course content-related study coaching

Evaluation methods

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions, written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions, written examination with multiple choice questions

Examination methods in case of permanent evaluation

Portfolio

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Calculation of the examination mark