

At Mons - 60 credits - 1 year - Day schedule - In French

Dissertation/Graduation Project : **YES** - Internship : **NO**

Activities in English: **YES** - Activities in other languages : **NO**

Activities on other sites : **NO**

Main study domain : **Sciences économiques et de gestion**

Organized by: **Louvain School of Management (LSM)**

Programme acronym: **GESM2M1** - Francophone Certification Framework: 7

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GESM2M1 - Introduction

Introduction

Introduction

This one-year Master's programme includes most elements of the core management programme. It aims to teach the main management concepts to supplement your first degree obtained in another field.

Your profile

You

- have a university bachelor's degree in management or hold one of the non university bachelor's degrees listed in the access requirements of this programme;
- would like to further your education with a management course;
- would like to add value to your degree by developing an understanding of management issues faced by the organisations or companies where you will be working;
- have a Bachelor's degree in Economics and Management awarded in the French Community of Belgium.

Your future job

A position of responsibility in corporate leadership and management in which you can put into practice your ability to undertake initiatives, transform them into economic realities, organise and ensure the continuity of these activities, seek out the necessary resources and combine them in an appropriate manner.

Our management graduates make a career for themselves in many sectors, including industry (production and operations management), banking and insurance, auditing and large-scale retail, in private companies, public organisations, SMEs, multinationals and consultancy firms.

They hold positions of responsibility such as management controller, company auditor, investment adviser, financial analyst, HR development manager, project manager, IT consultant, sales manager, purchasing manager, logistics manager or environmental manager.

Your programme

The programme comprises four elements:

- a common core curriculum (30 credits) comprising courses on the key aspects of management;
- training in the principles and issues of corporate social responsibility, digital transformation and social changes affecting management phenomena;
- electives to further your knowledge of certain fields of management;
- an individual final project.

Note that, depending on your previous studies, some course units (= prerequisite courses) may be added to your Master's programme.

GESM2M1 - Teaching profile

Learning outcomes

The Master [60] in Management programme prepares graduates to take up the challenge **to become socially responsible professionals with a comprehensive overview of the various management functions.**

The programme develops the fundamental skills and expertise required for management functions in public and private, national and international, commercial and non-commercial organisations.

Students embarking on this programme will already have a non university Bachelor's degree in a subject other than management (see list on Access Requirements) or a Bachelor's degree in Management. This Master's programme will enable them to broaden or further their knowledge of management functions by adopting an academic approach, reflective thinking and a critical perspective.

On completion of this programme, graduates will be:

Responsible:

Able to implement socially responsible management practices in public or private organisations.

A professional who:

- has assimilated basic management theories and concepts and has the expertise to use them effectively in a future professional environment;
- is able to situate the complex and varied challenges faced by commercial and non-commercial organisations in the various fields of management;
- is able to place organisations in their socio-economic and institutional context to understand the interdependencies between organisation and environment and translate them into management decisions;
- will have developed basic competence in all the key management functions.

Aware of the responsibility inherent in their profession, graduates must be able to step up to the mark as a key player, demonstrating the ability to make decisions in organisational environments with a constant concern for **ethical values and socially responsible management**. A continuous development mindset will produce professionals with versatility, adaptability and the ability to progress in their profession.

On successful completion of this programme, each student is able to :

Preamble

The exit profile of Master [60] in Management graduates is set out in the LSM competenc-gafgement 8sible management pm [(O0a)6sllow per 0 -ifics0 0

4. Innovation and Entrepreneurship

Innovate, initiate and lead change.

- 4.1 Identify new opportunities, propose creative and useful ideas in situations that require new strategic approaches, break with existing models and paradigms, promote progress and change.
- 4.2 Initiate, develop and implement ideas around a new product, service, process or organizational structure, having evaluated the risks and remain pragmatic.
- 4.3 Integrate, collaborate and actively drive forward collective actions for change, and diffuse for social awareness.
- 4.4 Reflect on and improve the content, processes and goals of professional practices.

5. Work effectively in an international and multicultural environment

Work as an interface between stakeholders with different rationales, belief systems, training, nationalities, cultures ...

- 5.1 Understand the inner workings of an organization: develop a global approach and integrate the internal logic used, within the organization.
- 5.2 Position and understand the functioning of an organization, in its local and international socio-economic dimensions and identify the associated strategic issues and operational decisions.
- 5.3 Understand and establish their own role and scope for action, in the overall operation of the organization, while liaising with the various internal and external stakeholders.

6. Teamwork and leadership

Integrate and work in a team, exercise enlightened leadership within the group.

- 6.1 Work in a team: join in and collaborate with team members. Be open and take into consideration the different points of view and ways of thinking, manage differences and conflicts constructively, accept diversity.
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7. Project Management

Define and manage a project to completion, taking into account the objectives, resources and constraints that characterize the project environment.

- 7.1 Analyse a project within its environment and define the expected outcomes: identify what is at stake, the required outcomes and the environmental constraints; clearly define the project objectives and associate the performance indicators.
- 7.2 Organize, manage and control the process: structure and schedule the tasks, identify and allocate human and material resources, coordinate, delegate and supervise the tasks; take into account the anticipated constraints and risks.
- 7.3 Make decisions and take responsibility for them in an uncertain world: take initiatives and act, anticipate and be proactive, show discernment and good judgment and be prepared to make quick decisions, taking into account multiple factors and uncertainties; accept the risks and consequences of decisions.

8. Communication and Interpersonal Skills

Communicate, converse effectively and convincingly with the stakeholders.

- 8.1 Express a clear and structured message, both orally and in writing in their mother tongue, in English and ideally, in a third language, adapted to the audience and using context specific communication standards.
- 8.2 Interact and discuss effectively and respectfully with diverse stakeholders (supervisors, peers, colleagues, clients...) in face-to-face and group contexts, using both verbal and nonverbal communication skills: demonstrate the ability to listen, empathize, be assertive, provide and accept constructive criticism.
- 8.3 Persuade and negotiate: understand the needs and viewpoints of others, put forward their reasoning in an appropriate, relevant and persuasive manner, able to bring out points of agreement, even in antagonistic situations.

9. Personal and professional development

Display self-knowledge and independence, able to adapt quickly to new situations and involve positively.

- 9.1 Independent self-starter: set priorities, anticipate and plan work activities within time constraints, rigorous, structured and thorough, even in changing, uncertain environments or crisis.
- 9.2 Self-awareness and self-control: be aware of and manage their own emotions, able to be objective about their work and behaviour, and recognize their own strengths and weaknesses, accept them and use them in a professional manner.
- 9.3 Self-motivation: be capable of creating a project in line with their own values and aspirations, confident and motivated in managing the implementation of the project, and persevere in difficult situations.
- 9.4 Quick study, lifelong learner: quickly and independently assimilate new information and skills needed to evolve in their professional environment, learn from successes and errors in the spirit of lifelong learning.

GESM2M1 Programme

Detailed programme by subject

OPTIONS

> [Option Transport & Logistics \(Mons\)](#)

OPTION MARKETING COMMUNICATION (MONS) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 or the following year
- Activity with requisites
- 🌐 Open to incoming exchange students
- 🚫 Not open to incoming exchange students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o Content:

○ MCOMU2202	Marketing Communications	Karine Charry	[FR] [q1] [30h] [5 Credits] 🌐
○ MCOMU2203	Processus de création publicitaire	Marc Soumillion	[FR] [q1] [30h] [5 Credits] 🌐
○ MCOMU2204	Methodology of the marketing communication	Annie Courbet Christine Jean	[FR] [q1] [30h] [5 Credits] 🌐

OPTION MARKETING DECISION (MONS) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2023-2024
- ⊖ Not offered in 2023-2024 but offered the following year
- ⊕ Offered in 2023-2024 but not the following year
- △ ⊕ Not offered in 2023-2024 or the following year
- Activity with requisites
- 🌐 Open to incoming exchange students
- 🚫 Not open to incoming exchange students
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

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In partnership with BASF.

This option is not available to students who have followed the major Tactical & Digital 2h[FR]

The programme's courses and learning outcomes

For each UCLouvain training programme, a [reference framework of learning outcomes](#) specifies the the skills expected of every graduate on completion of the programme. Course unit descriptions specify targeted learning outcomes, as well as the unit's contribution to reference framework of learning outcomes.

GESM2M1 - Information

Access Requirements

Master course admission requirements are defined by the French Community of Belgium Decree of 7 November 2013 defining the higher education landscape and the academic organisation of courses.

General and specific admission requirements for this programme must be satisfied at the time of enrolling at the university.

Unless explicitly mentioned, the bachelor's, master's and licentiate degrees listed in this table or on this page are to be understood as those issued by an institution of the French, Flemish or German-speaking Community, or by the Royal Military Academy.

In the event of the divergence between the different linguistic versions of the present conditions, the French version shall prevail.

SUMMARY

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- > [Specific access requirements](#)
- > [University Bachelors](#)
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- > [Holders of a non-University 2nd cycle degree](#)
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- > [Admission and Enrolment Procedures for general registration](#)

Specific access requirements

In addition to fulfilling the specific conditions described here below, candidates must provide proof of sufficient command of the **French language** (level B2 of the [Common European Framework of Reference](#)).

Given the organization of courses taught in **English** within the programme, a sufficient command of this language (level B1 of the [Common European Framework of Reference](#)) is strongly recommended.

DIRECT ACCESS OR APPLICATION-BASED ACCESS? PLEASE CHECK THE FOLLOWING TABLES

University Bachelors

Diploma	Special Requirements	Access	Remarks
UCLouvain Bachelors			
Bachelor in Management (Mons campus) Bachelor : Business Engineering (Mons campus) Bachelor in Economics and Management (Louvain-la-Neuve campus) Bachelor : Business Engineering (Louvain-la-Neuve campus)		Direct access	Master 60 programme contains advanced lectures in management > Online enrolment (https://uclouvain.be/fr/etudier/inscriptions/futurs-etudiants.html)
Other UCLouvain bachelor degrees		-	No access
Others Bachelors of the French speaking Community of Belgium			
Bachelor in Management Bachelor in Economics and Management Bachelor Business Engineering		Direct access	Master 60 programme contains advanced lectures in management > Online enrolment (https://uclouvain.be/fr/etudier/inscriptions/futurs-etudiants.html)
Other Bachelor degrees		-	No access
Bachelors of the Dutch speaking Community of Belgium			
Bachelor in de toegepaste economische wetenschappen Bachelor in de toegepaste economische wetenschappen: handelsingenieur		Direct access	

fr/etudier/inscriptions/futurs-etudiants.html)

Foreign Bachelors

Non-Belgian degrees in economics and management (or equivalent) issued by a recognized academic institution.	Meet the conditions générales et spécifiques d'accès .	Access based on application	If the conditions spécifiques et générales are met, application-based enrolment is possible with a maximum of 60 crédits supplementary classes > Online enrolment (https://uclouvain.be/fr/etudier/inscriptions/futurs-etudiants.html)
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Non university Bachelors

> Find out more about [links](#) to the university

Holders of a **bachelor's degree, from long type belgian non-university higher education**, in commercial engineering or in business management may, do not have access to the Master 60 in Management.

However, they can, after analysis of the file by the jury, have access to the [Master 120 in Management](#) or access, under certain conditions, to the Master 120 in Business Engineering (for holders of a bachelor in commercial engineering only).

Holders of one of the **short non-university bachelor's degrees** listed below have access to the Master 60 in Management with the addition of a minimum of 45 credits and a maximum of 60 credits of additional teaching units (EU) (= complementary module) > List of additional teaching units of the complementary module > [Submit a UCLouvain online request](#).

Diploma	Access	Remarks
BA - assistant(e) de direction - crédits supplémentaires entre 45 et 60		
BA - conseiller(ère) en développement durable - crédits supplémentaires entre 45 et 60		
BA en assurances et gestion du risque - crédits supplémentaires entre 45 et 60	I -3 0 I W n 0.8235 0.7059 0.549 rg -3 0 240.444 17.671 re f Q 1 s0sque - c 10spéci	
BA en commerce et développement - crédits supplémentaires entre 45 et 60		
BA en comptabilité - crédits supplémentaires entre 45 et 60		
BA en coopération internationale - crédits supplémentaires entre 45 et 60		
BA en e-business - crédits supplémentaires entre 45 et 60		
BA en gestion financière et contrôle de gestion (titulaire d'un diplôme de 60 crédits supplémentaires entre 45 et 60)	I -3 0 I W n 0.8235 0.7059 0.549 rg -3 0 240.444 17.671 re f Q 1 s0sque - c 10spéci	I -3 0 I W n 0.8235 0.7059 0.549 rg -3 0 240.444 17.671 re f Q 1 s0sque - c 10spéci

Masters

University 2nd cycle degrees do not allow access to this programme.

 Holders of a non-University 2nd cycle degree

Non-University 2nd cycle degrees do not allow access to this programme.

 Access based on validation of professional experience

> It is possible, under certain conditions, to use one's personal and professional experience to enter a university course without having the required qualifications. However, validation of prior experience does not automatically apply to all courses. Find out more about [Validation of priori experience](#).

 Access based on application

Access based on application : access may be granted either directly or on the condition of completing additional courses of a maximum of 60 ECTS credits, or refused.

 Admission and Enrolment Procedures for general registration

Commission(s) of programme

- Commission d'enseignement de la Louvain School of management ([CLSM](#))

Academic supervisor: [Anne-Catherine Provost](https://uclouvain.be/repertoires/anne-catherine.provost) (<https://uclouvain.be/repertoires/anne-catherine.provost>)

Other academic Supervisor(s)

- [Ingrid Poncin](https://uclouvain.be/repertoires/ingrid.poncin) (<https://uclouvain.be/repertoires/ingrid.poncin>)

Jury

- President of the jury: [Patrick Scarmure](https://uclouvain.be/repertoires/patrick.scarmure) (<https://uclouvain.be/repertoires/patrick.scarmure>)
- Jury secretary: [Caroline Ducarroz](https://uclouvain.be/repertoires/caroline.ducarroz) (<https://uclouvain.be/repertoires/caroline.ducarroz>)

Useful Contact(s)

- Information for future students (Nicolas Hurtado de Jesus - tel. +32 (0)65 323 327): info-mons@uclouvain.be
- Studies management officer: [Magaly Duquesne](https://uclouvain.be/repertoires/magaly.duquesne) (<https://uclouvain.be/repertoires/magaly.duquesne>)
- Vice-Dean LSM Mons: [Ingrid Poncin](https://uclouvain.be/repertoires/ingrid.poncin) (<https://uclouvain.be/repertoires/ingrid.poncin>)
- Exclusive address for waiver request for NON-FUNDABILITY: safi@uclouvain.be

