

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, Belgium.

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.

Programme structure

The Master [60] in Management comprises the following four elements:

1. a common core curriculum comprising courses in the key aspects of management;
2. training in the principles and issues of corporate social responsibility, digital transformation and social changes affecting management phenomena;
3. electives to further your knowledge of certain fields of management;
4. an individual final project.

To access this Master, students must have a good command of certain subjects. If this is not the case, students must take supplementary classes chosen by the faculty to satisfy course prerequisites.

GESM2M1 Programme

Detailed programme by subject

CORE COURSES

- 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...)

● MGEST2106

Final Paper

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
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- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

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

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
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- (FR) Teaching language (FR, EN, ES, NL, DE, ...)

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



In partnership with BASF.

This option is not available to students who have followed the major Tactical & Digital Marketing Decisions.

Content:

○ MLSMM2131	Retailing & Distribution Management	Simon Hazée	(FR) [q1] [30h] [5 Credits] 🌐 > English-friendly
○ MLSMM2132			🌐 [q1] [30h] [5 Credits] [1b]

o Content:

○ MLSMM2122	Firm Valuation	Mikael Petitjean Xavier Suin	EN [q1] [30h] [5 Credits] 
○ MLSMM2123	Issues in Sustainable Finance	Isabelle Platten Frédéric Vrins	FR [q1] [30h] [5 Credits] 
○ MLSMM2124	Judgment and Decision Making		

OPTION MARKETING STRATEGY FOR CONNECTED BRANDS (LLN)**[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 \(objectives, methods, evaluation...\)](#)

This option is not available to students who have followed the major Marketing Strategy for Connected Brands.

○ Content:

○ LLSMS2000	Marketing Research	Gordy Pleyers	EN [q1] [30h] [5 Credits] 🌐
○ LLSMS2008	Digital Marketing	Isabelle Schuiling	EN [q1] [30h] [5 Credits] 🌐
○ LLSMS2221	Tutorat et approfondissement	Julie Hermans	FR [q1] [] [5 Credits] 🌐

OPTION CONSUMER INSIGHTS (LLN) [15.0]

o Cours au choix (5 credits)

Une seconde langue étrangère à choisir parmi :

⌘ MNEER1341

Dutch 3

Erika Copriau (coord.)
Bruno Michiels

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.

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>)

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	Les enseignements supplémentaires éventuels peuvent être consultés dans le module complémentaire .	Type court
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		
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 hôtelière, orientation arts culinaires - crédits supplémentaires entre 45 et 60		
BA en gestion hôtelière, orientation management - crédits supplémentaires entre 45 et 60		
BA en immobilier - crédits supplémentaires entre 45 et 60		
BA en informatique, orientation développement d'applications - crédits supplémentaires entre 45 et 60		
BA en international business - crédits supplémentaires entre 45 et 60		
BA en management de la logistique - crédits supplémentaires entre 45 et 60		
BA en management du tourisme et des loisirs - crédits supplémentaires entre 45 et 60		
BA en marketing - crédits supplémentaires entre 45 et 60		
BA en relations publiques - crédits supplémentaires entre 45 et 60		
BA en sales account manager - crédits supplémentaires entre 45 et 60		
BA en sciences administratives et gestion publique - crédits supplémentaires entre 45 et 60		

Holders of a 2nd cycle University degree

Diploma	Special Requirements	Access	Remarks
"Licenciés"			
		-	
University 2nd cycle degrees do not allow access to this programme.		-	

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

