



## EBEP2MC - Introduction

### Introduction

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#### Introduction

This Advanced Master, open only to students already holding a Master's, prepares you for European affairs and for European policy officer positions in enterprises, government and NGOs. It develops your abilities to:

1. understand the designs and functioning of European economic policies
2. assess the impact of EU economic policies on business and society
3. understand how business strategies and lobbying practices from different stakeholders can shape EU economic policies
4. design strategies for firms and NGOs that take into account the EU policies and their institutional framework
5. integrate the challenges of European and international competition into "socially responsible" management practices.

This Master also offers different unique opportunities that will add value to your curriculum:

- by including experimented practitioners in European affairs from EU institutions, business and NGOs
- by analysing specific case studies in European affairs
- by organizing special events on major current European issues

#### Your profile

You:

- have a Master's degree and you wish to develop an expertise in European economic policies and European business strategies
- wish to work with business or NGOs to adapt and influence the EU economic policies
- wish to design strategies for business and NGOs in the EU institutional and economic context
- strive for excellence in EU affairs expertise.

#### Your future job

- Working in or with EU institutions
- Position of responsibility in the EU affairs management of companies and NGOs
- Economic and trade diplomacy
- Consultancy and European Public affairs (lobbying) for business, NGOs, public institutions
- Think tanks focusing on EU affairs
- Journalism specialized in the business and economics aspects of EU affairs

#### Your programme

During this Masters, you will develop the skills necessary to grasp the complexity of the EU economic policies, European business strategies and the varied challenges companies and NGOs face in the moving environment of the EU.

The Master 60 will be composed of:

- Some core courses and some elective courses
- a special training week to address a major current European issue
- a Final paper with a seminar to provide methodological inputs and feedback as well as presentation skills

Please note that, depending on your academic background, teaching units (= prerequisite courses) could be added to your master programme.

## EBEP2MC - Teaching profile

### Learning outcomes

A [general presentation](#) of the Advanced Masters in European Business and Economic Policy is available on the portal of the Louvain School of Management.

This Advanced Masters aims at giving the student the skills and knowledge needed to become an actor of the European Union economic life so that s/he is able to thoroughly analyze and criticize European economic policies and their impact on economic actors (enterprise, Member States and other public actors, NGOs).

The student will also be able to develop relevant strategies to evolve in the framework of the European Union economy.

The student that follows this Masters already has solid bases and good knowledge of management, economics and law. S/he will learn to use them in challenges regarding European economic policies management and in problems for enterprises working at the European level.

By the end of the Masters, the student will be able to implement analysis strategies to better understand the European single market economy reality and the European economic policies. To be able to intervene relevantly, the student must:

- Master and mobilize in-depth specialized knowledge of the European integration process in its economic and institutional dimensions
- Skillfully assess, thanks to the use of relevant analysis tools and with a critical perspective, the functioning of the European single market and its interactions with the world economy
- Develop a systemic and critical approach towards global European economic policies issues.
- Critically tackle questions regarding current topics of the European economy and companies.

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

1. Develop an analytical capacity for European economic policies and their impact on European economic actors, especially companies
  - 1.1. Identify, understand and analyze the economic issues at stake in a given situation in the European Union
  - 1.2. Identify, understand and analyze the economic issues at stake in a given situation linked to the trade policy of the European Union towards its trading partners.
  - 1.3. Take a position in debates and negotiations to stand up for the best interest of the companies, institutions and organs that s/he represents
2. Insert one's analysis and/or action within the various decision levels of the EU
  - 2.1. Identify the various levels – institutional, national (member states), European and multilateral (e.g. WTO, IMF, BRI) - and how they interact in the decision-taking process of a European economic policy or a European economic law.
  - 2.2. Master the economic issues at stake on the European scale.
3. Master specialized knowledge (theories, foundations, phenomena) in the field of European economy and management
  - 3.1. The economic theories clarifying the European economic integration process, including the trade policy; competition policy and how the single market works ; the industrial policy ; research policy ;the policies linked to energy, utilities and transportation and communication infrastructures ; the economic and monetary union ; the regional and the cohesion policy.
  - 3.2. The company theories and its management within the institutional and multicultural European framework
4. Contribute to the design of:
  - 4.1. Management strategies of companies operating in the EU
  - 4.2. European economic policies, either directly within European institutions (such as the Commission or the ECB) or national institutions (Member states' governments), or indirectly via companies or NGOs lobbying European or national institutions.
5. Share relevant economic information adapted to the targeted audience
  - 5.1. To communicate, both orally and in writing, about complex situations/topics regarding European economic policies and the strategies of companies operating on the EU level.
  - 5.2. To choose relevant information allowing the analysis and the comparison of these policies and strategies
  - 5.3. To present information correctly, with structure, in a clear, precise and well-argued way (ability to report from reports, statements, notes, summaries...)
6. Complete personal research work (thesis), applying a scientific approach and a rigorous as well as argumentative methodology to investigate a case study about specific aspects on the European economic policies (such as the analysis of a draft directive or of the impact of a decision from a European institution (e.g. the DG for Trade, the ECB or the European competition authorities)) or on the strategy of the firms operating on the EU level (such as a merger, a reorganization of the supply chain or the emerging market entry).
  - 6.1. Define and detail an issue within a delimited study perimeter and within a specific context
  - 6.2. Summarize the literature regarding the issue while critically and actively using relevant information tools, primary and secondary sources.
  - 6.3. Use a methodological and a rigorous analytical approach.
  - 6.4. Use the relevant concepts and analysis tools to study this issue
  - 6.5. Collect original data, analyze it and exploit it consistently.
  - 6.6. Develop an objective analysis and a capacity for synthesis allowing to put in perspective the parameters at stake and to draw relevant conclusions.
  - 6.7. Overall, show a critical ability both regarding one's own work and regarding the knowledge mobilized.
7. Act as an academic, as a critical and responsible actor having integrated a continuous development logic





## The programme's courses and learning outcomes

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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.

**EBEP2MC - Information**

**Access Requirements**

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## Teaching method

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The programme is based on high academic standards with highly specialised professors and practitioners working on EU affairs.

The programme includes not only state-of-the-art academic and technical knowledge but also updated case studies so as to provide useful information and methodology on current issues for those who are to be involved in field activities.

The geographical proximity of Brussels, the centre of the European institutions and lobbying enhances the business and policy-oriented aspects of the programme with the participation of field experts from EU institutions, businesses, NGOs or consultants in European affairs.

Events such as visits of EU institutions, NGOs and think-tanks will be organized throughout the year to familiarize our students with the Brussels EU bubble. In addition, students will be attending EU affairs conferences and a recreational team-building event is also part of this programme.

## Evaluation

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***The evaluation methods comply with the [regulations concerning studies and exams](#). More detailed explanation of the modalities specific to each learning unit are available on their description sheets under the heading "Learning outcomes evaluation method".***

Examinations for each activity. The precise form is outlined, when necessary, in the relevant course specification.

## Mobility and/or Internationalisation outlook

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The programme welcomes international students, although it does not include international exchange (such as Erasmus programme).

## Possible trainings at the end of the programme

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This Master does not specifically lead to enter PhD studies without a more specifically research oriented master.

## Contacts

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For further information regarding this Advanced Master, please contact [lsm-masters60@uclouvain.be](mailto:lsm-masters60@uclouvain.be).

## Curriculum Management

Faculty

Structure entity

SSH/LSM

Denomination

Louvain School of Management ([LSM](#))

Sector

Human Sciences ([SSH](#))

Acronym

LSM

Postal address

Place des Doyens 1 - bte L2.01.01

1348 Louvain-la-Neuve

Website

<http://www.uclouvain.be/lsm>

Mandate(s)

- Dean : Matthieu de Nanteuil
- Administrative director : Helena Torres

Commission(s) of programme

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

Academic supervisor: [Jean-Christophe Defraigne](#)

Jury

- President of the jury - Prof. Benoît Gailly: [president-jury-lln@uclouvain.be](mailto:president-jury-lln@uclouvain.be)
- Secretary of the jury: [Jean-Christophe Defraigne](#)

Useful Contact(s)

- Admissions of (future) holders of a Belgian's degree - Mrs Ornella Hennin: [lsm-belgian-admissions@uclouvain.be](mailto:lsm-belgian-admissions@uclouvain.be)

- Admissions of (future) holders of a non-Belgian's degree - Mrs Estelle Tonon: [lsm-international-admissions@uclouvain.be](mailto:lsm-international-admissions@uclouvain.be)
- Studies Advisor - Mrs Anneliese Desbuquoit: [lsm-head-student-office@uclouvain.be](mailto:lsm-head-student-office@uclouvain.be)

