



GESM2M1  
2024 - 2025







## GESM2M1 Programme

### Detailed programme by subject

#### CORE COURSES

- Mandatory
- ⊗ Optional
- △ Not offered in 2024-2025
- ⊖ Not offered in 2024-2025 but offered the following year
- ⊕ Offered in 2024-2025 but not the following year
- △ ⊕ Not offered in 2024-2025 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		(FR) [q1+q2] [ ] [15 Credits] 🌐
○ MANGM2162	Business Analytics		[q1+q2] [ ] [10 Credits] 🌐
○ MLEOMM2100	Managerial Project & Project Management	Arielle Jacquemin	[q2] [75h+15h] [10 Credits] 🌐
○ MANGL2163	Advanced English 1		

## **OPTIONS**

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> Option Transport & Logistics (Mons)

***OPTION MARKETING COMMUNICATION (MONS) [15.0]***

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- Mandatory
  - ✘ Optional
  - △
-

o **Content:**

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o MLSMM2122

Firm Valuation

Mikael Petitjean



**OPTION MARKETING STRATEGY FOR CONNECTED BRANDS (LLN)****[15.0]**

- Mandatory
- ⊗ Optional
- △ Not offered in 2024-2025
- ⊖ Not offered in 2024-2025 but offered the following year
- ⊕ Offered in 2024-2025 but not the following year
- △ ⊕ Not offered in 2024-2025 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		



**o Cours au choix (5 credits)***Une seconde langue étrangère à choisir parmi :*

⌘ MNEER1341	Dutch 3	Erika Copriau (coord.) Bruno Michiels	ML [q1+q2] [0h+45h] [5 Credits] 🌐
⌘ MESPA1340	Spanish 3	Juan Francisco Hernandez Rodriguez (coord.) Fernando Juan San Basilio Pardo	ES [q1+q2] [0h+45h] [5 Credits] 🌐

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## 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.

## 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

- > [General access requirements](#)
- > [Specific access requirements](#)
- > [University Bachelors](#)
- > [Non university Bachelors](#)
- > [Holders of a 2nd cycle University degree](#)
- > [Holders of a non-University 2nd cycle degree](#)
- > [Access based on validation of professional experience](#)
- > [Access based on application](#)
- > [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
<b>UCLouvain Bachelors</b>			
<a href="#">Bachelor in Management</a> (Mons campus) <a href="#">Bachelor : Business Engineering</a> (Mons campus) <a href="#">Bachelor in Economics and Management</a> (Louvain-la-Neuve campus) <a href="#">Bachelor : Business Engineering</a> (Louvain-la-Neuve campus) <a href="#">Bachelor in Economics and Management</a> (Saint-Louis Bruxelles campus) <a href="#">Bachelor in Economics and Management (French-English)</a> (Saint-Louis Bruxelles campus) <a href="#">Bachelor in Economics and Management (French-Dutch-English)</a> (Saint-Louis Bruxelles campus) <a href="#">Bachelor : Business Engineering</a> (Saint-Louis Bruxelles campus) <a href="#">Bachelor : Business Engineering (French-English)</a> (Saint-Louis Bruxelles campus) <a href="#">Bachelor : Business Engineering (French-Dutch-English)</a> (Saint-Louis Bruxelles campus) <a href="#">Bachelor of Science in Business Engineering</a> (Saint-Louis Bruxelles campus)		Direct access	Master 60 programme contains advanced lectures in management > <a href="#">Online enrolment</a>
Other UCLouvain bachelor degrees		-	No access
<b>Others Bachelors of the French speaking Community of Belgium</b>			
Bachelor in Management		Direct access	Master 60 programme contains advanced lectures

Bachelor in Economics and Management Bachelor Business Engineering		in management > <a href="#">Online enrolment</a>
Other Bachelor degrees	-	No access
<b>Bachelors of the Dutch speaking Community of Belgium</b>		
Bachelor in de toegepaste economische wetenschappen Bachelor in de toegepaste economische wetenschappen: handelsingenieur	Direct access	Master 60 programme contains advanced lectures in management > <a href="#">Online enrolment</a>
<b>Foreign Bachelors</b>		
Non-Belgian degrees in economics and management (or equivalent) issued by a recognized academic institution.	Meet the <a href="#">conditions générales et spécifiques d'accès</a> .	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 > <a href="#">Online enrolment</a>

## 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 <a href="#">le module complémentaire</a> .	Type court
BA - conseiller(ère) en développement durable - crédits supplémentaires entre 45 et 60		
BA en assurances - 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 commerce extérieur - 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 des transports et logistique d'entreprise - 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 gestion hôtelière - crédits supplémentaires entre 45 et 60		
BA en immobilier - crédits supplémentaires entre 45 et 60		
BA en informatique de gestion - 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  
 BA en vente - crédits supplémentaires entre 45 et 60

## Holders of a 2nd cycle University degree

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

## Teaching method

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This programme offers general training in the various fields of management without seeking to go into any of them in depth. It is therefore an introduction to management.

The main aim is to immerse students in these different fields to give them an overall understanding of the business world and develop their managerial mindset and decision-making capabilities. Therefore, in addition to theory courses to provide a framework for learning, there are case studies and problem-solving sessions. With the same goal in mind, there is frequent use of group work.

The programme attracts students of many nationalities and with very varied educational backgrounds. Through the exchange of very different points of view between students, lecturers, assistants and outside speakers, they gain a broader perspective of management and economics.

For students who have a gap in their economics or maths/statistics education, extra courses will be added to their programme to provide them with the prerequisites they need to gain a good understanding of management.

The theory courses are accompanied by exercise sessions, supervised individual or group assignments, business simulation games, etc. to help students grasp and digest the concepts taught, even those students whose first degree is in a subject with little connection to management. This support for students through numerous exercises is in line with the teaching reform that has taken place at LSM in recent years. It has been well received by the students and was also recently highlighted by the external auditors undertaking the EQUIS accreditation procedure.

## 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".***

Several assessment methods are used in this programme, with a particular focus on what are known as "active" teaching methods, which encourage students to take an active role in the learning process:

- **continuous assessment** of each student's output/acquired knowledge, individually or in groups: presentations, moderation of debates, written reports;
- **ad hoc assessment** of acquired knowledge via written and oral exams after the six-week course block or during the examination sessions.

To find out more about assessment, click on the title of the course to see the course description.

## Mobility and/or Internationalisation outlook

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The Master [60] in Management programme has no mobility element.

## Possible trainings at the end of the programme

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Students may apply for and, if successful, access the [Master \[120\] in Management](#).

## Contacts

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### Curriculum Management

Faculty

Structure entity

Denomination

Sector

Acronym

Postal address

Website

Mandate(s)

SSH/LSM

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

Human Sciences ([SSH](#))

LSM

Place des Doyens 1 - bte L2.01.01

1348 Louvain-la-Neuve

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

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



Commission(s) of programme

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

Academic supervisor: [Anne-Catherine Provost](#)

Other academic Supervisor(s)

- [Ingrid Poncin](#)

Jury

- President of the jury: [Patrick Scarmure](#)
- Jury secretary: [Caroline Ducarroz](#)

Useful Contact(s)

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

