

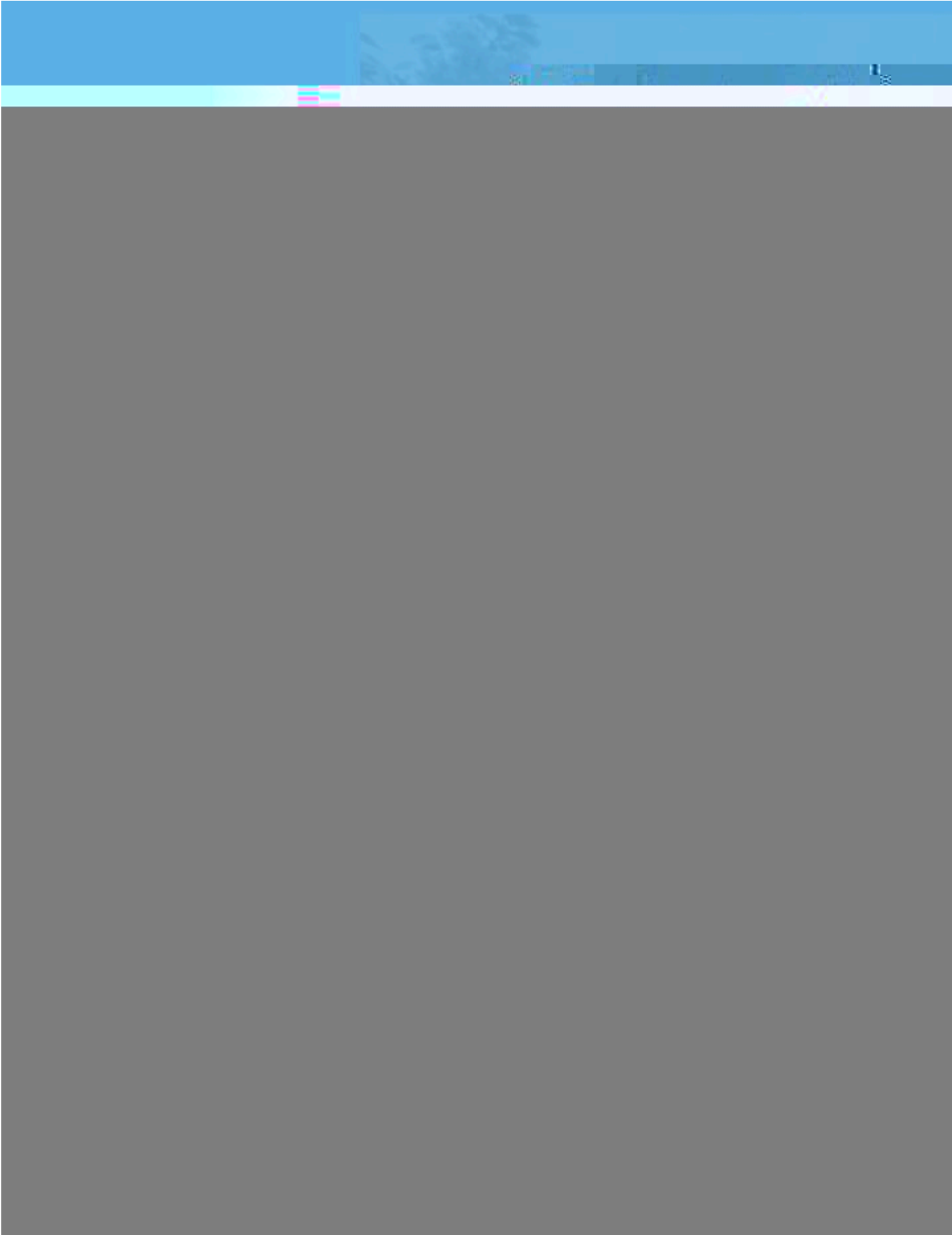


GESM2M

2024 - 2025

GESM2M -

Programme structure



- > Option Entrepreneurship (Mons) [en-prog-2024-gesm2m-lgest564o]
- > Option Professional Immersion in Digital Marketing (Mons) [en-prog-2024-gesm2m-lgest565o]
- > Option Auditing & Accounting Expertise (Mons) [en-prog-2024-gesm2m-lgest590o]
- > Option Marketing Communication (Mons) [en-prog-2024-gesm2m-lgest568o]
- > Option Marketing Decision (Mons) [en-prog-2024-gesm2m-mgesm205o]
- > Option Finance and Transition I (Mons) [en-prog-2024-gesm2m-mingm203o]
- > Option People Management (LLN) [en-prog-2024-gesm2m-lgesm558o]
- > Option Corporate Finance (LLN) [en-prog-2024-gesm2m-lgesm560o]
- > Option Marketing Strategy for Connected Brands (LLN) [en-prog-2024-gesm2m-lgesm561o]
- > Option Consumer Insights (LLN) [en-prog-2024-gesm2m-lgesm562o]
- > Option Corporate Sustainable Management (LLN) [en-prog-2024-gesm2m-lgesm589o]
- > Option Sourcing and Procurement (LLN) [en-prog-2024-gesm2m-lgest592o]
- > Option International Finance (LLN) [en-prog-2024-gesm2m-lgesm594o]
- > Option Finance (ICHEC) [en-prog-2024-gesm2m-mgesm226o]
- > Option Tax Systems (ICHEC) [en-prog-2024-gesm2m-lgest567o]
- > Option Finance and Transition II (Mons) - for ICHEC students only [en-prog-2024-gesm2m-mgesm220o]

MAJORS [30.0]

The student chooses a major amongst the majors offered either on the Mons or on the Louvain-la-Neuve campus.

In case of a Louvain-la-Neuve major (composed of 5 courses instead of 5), the Mons student will have to follow the course LLSMS2221 Tutoring and in-depth study (in French).

MAJOR FINANCE AND TRANSITION (MONS) [30.0]

- Mandatory
 - ✘ Optional
 - △ Not offered in 2024-2025
 -
-

MAJOR AUDITING & ACCOUNTING EXPERTISE (MONS) [30.0]

- 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...)

Year

1 2

o Content:**o Term 1**

○ MLSMM2141	Internal Control & Risk Management	Bénédicte Vessié	(FR) [q1] [45h] [6 Credits] 🌐	X
○ MLSMM2142	Belgian Accounting Law (BE GAAP)	Xavier Doyen	(FR) [q1] [30h] [4 Credits] 🌐	X
○ MLSMM2143	Valuation Rules	Victor Collin	(FR) [q1] [30h] [5 Credits] 🌐	X

o Term 2

○ MLSMM2144				
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MAJOR TACTICAL & DIGITAL MARKETING DECISIONS (MONS) [30.0]

You can find the major's brochure [here](#).

- 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...)

In partnership with BASF.

This major takes place during the 6 last weeks of each term.

Year

1 2

o Content:

o Term 1

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



MAJOR INTERNATIONAL BUSINESS (LLN) [30.0]

Access to this major is limited to students selected on the basis of an application file. [More informations about the selection](#). You can find the major's brochure [here](#).

- 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 LLN major only contains 2 courses during the first term. Students from the Mons campus wishing to follow it will have the LLSMS2221 course added in order to guarantee the necessary number of credits for this major (30 credits) in their programme.

MAJOR INTERNATIONAL FINANCE (LLN) [30.0]

- 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 LLN major only contains 2 courses during the first term. Students from the Mons campus wishing to follow it will have the LLSMS2221 course added in order to guarantee the necessary number of credits for this major (30 credits) in their programme.

Year

1 2

o Content:



LSM MONS COURSES (IF NO EXCHANGE) [5.0]**COURS AU CHOIX [5.0]**

- 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...)

Year

1 2

o Content:

L'étudiant partant en échange ne doit pas s'inscrire à un cours au choix.

⊗ MLSMM2212	Taxation Unité d'enseignement obligatoire pour les étudiants ayant pris la majeure et l'option "Révisorat et expertise comptable". Elle sera prise en compte pour les dispenses à l'IRE.	Marie Lamensch	EN [q1] [30h] [5 Credits] 🌐 > French-friendly	X
⊗ MLSMM2114	People & Organization Management	Gaëtan Bonny Laurent Taskin	FR [q1] [30h] [5 Credits] 🌐	X

OPTIONS (ALTERNATIVE À L'ÉCHANGE) [15.0]**OPTION TRANSPORT & LOGISTICS (MONS) [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 Transportation Management and Supply Chain.

Year

1 2

o Content:

○ MLSMM2251	Modelling of Transport Systems	Bart Jourquin	FR [q1] [30h] [5 Credits] 🌐	X
○ MLSMM2252	Supply Chain Management	Jean-Sébastien Tancrez	EN [q1] [30h] [5 Credits] 🌐	X
○ MLSMM2253	Transport & Mobility	Bart Jourquin	FR [q1] [30h] [5 Credits] 🌐	X

OPTION AUDITING & ACCOUNTING EXPERTISE (MONS) [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...)

Year

1 2

o Content:

○ MLSMM2247	Audit & Professional Skills	Bénédicte Vessié	FR [q1] [45h] [6 Credits] 🌐		x
○ MLSMM2249	International Standards on Auditing	Bénédicte Vessié	FR [q1] [30h] [5 Credits] 🌐		x
○ MLSMM2248	Insolvency Law	Raphaël Gevers	FR [q1] [30h] [4 Credits] 🌐		x
⊗ MLSMM2140	Ethics & Legal Requirements of External Controls <i>Teaching unit taken into account for IRE exemptions.</i>	Victor Collin	FR [q1] [45h] [6 Credits] 🌐		x

OPTION MARKETING COMMUNICATION (MONS) [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...)

Year

1 2

o Content:

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

OPTION MARKETING DECISION (MONS) [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...)

In partnership with BASF.

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

Year


1 2

Content:

● MLSMM2131	Retailing & Distribution Management	Simon Hazée	FR [q1] [30h] [5 Credits] 🌐 > English-friendly	X
● MLSMM2132	Price Management	Caroline Ducarroz Nadia Sinigaglia	FR [q1] [30h] [5 Credits] 🌐	X
● MLSMM2133	Product & Innovation	Nadia Sinigaglia	EN [q1] [30h] [5 Credits] 🌐	X

OPTION FIN995 Tm [(FR)] TJ 0 g /F5 6.944 Tf 1 0 0 -1 31.26799965 10.10599995 Tm [([q1] [30h] [5 Credits])] q 491

OPTION PEOPLE MANAGEMENT (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
 - 
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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.

Year

1 2

Content:

○ LLSMS2000	Marketing Research	Gordy Pleyers	EN [q1] [30h] [5 Credits] 🌐		X
○ LLSMS2008	Digital Marketing	Thierry Jupsin (compensates Isabelle Schuiling)	EN [q1] [30h] [5 Credits] 🌐		X
○ LLSMS2221	Tutorat et approfondissement		FR [q1] [] [5 Credits] 🌐		X

OPTION CONSUMER INSIGHTS (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...)

Year

1 2

Content:

○ LLSMS2001	Consumer Behavior	Nicolas Kervyn	EN [q1] [30h] [5 Credits] 🌐		X
○ LLSMS2024	Marketing Studies	Gordy Pleyers	EN [q1] [30h] [5 Credits] 🌐		X
○ LLSMS2221	Tutorat et approfondissement		FR [q1] [] [5 Credits] 🌐		X

OPTION CORPORATE SUSTAINABLE MANAGEMENT (LLN) [15.0]

- Mandatory
 - ✘ Optional
 - △ Not offered in 2024-2025
 - ∅
-

OPTION FINANCE AND TRANSITION II (MONS) - FOR ICHEC STUDENTS ONLY [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...)

For ICHEC students only

Year

1 2

Content:

○ MLSMM2121	Risk Management	Isabelle Platten	FR [q2] [30h] [5 Credits] 🌐	X	
○ MLSMM2125	Portfolio Management	Catherine D'Hondt	EN [q2] [30h] [5 Credits] 🌐	X	
○ MLSMM2126	Institutional Investors	Nathan Lassance	EN [q2] [30h] [5 Credits] 🌐	X	

Supplementary classes

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

- Mandatory
- ⊗ Optional
- △ Not offered in 2024-2025
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- ⊕ 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...)

○

Course prerequisites

The **table** below lists the activities (course units, or CUs) for which there are one or more prerequisites within the programme, i.e. the

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
"Licenciés"			
Belgian Licence in Economics Belgian Licence in Management Belgian Licence in Applied Economics Belgian Licence in Business Engineering	Meet the		

> 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](#).

(with the exception of specialized masters).

For professionals who wish to acquire basic training in management sciences, consult [Master \[60\] in Management \(shift schedule\)](#) (Mons site) or [Master \[60\] in Management \(shift schedule\)](#) (Charleroi site).

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.

In the event of access on file, and depending on the diploma you hold, please refer to the "general and specific conditions of access" which can be downloaded in PDF format by simply clicking on the hyperlinks given in the tables above.

Admission and Enrolment Procedures for general registration

Courses are also given in foreign languages by visiting professors.

Possible trainings at the end of the programme

- [PhD in Management](#) (Louvain-la-Neuve & Mons)
- [Master \[120\] in Environmental Science and Management](#) (Louvain-la-Neuve)
- [Master \[60\] in Information and Communication](#) (Mons)
- [Master \[60\] in Information and Communication](#) (Louvain-la-Neuve)
- [Teacher Training Certificate](#) (upper secondary education) - Management (shift schedule)
- ...

Contacts

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: [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
- Studies management officer: [Magaly Duquesne](#)
- Vice-Dean LSM Mons: [Ingrid Poncin](#)
- Exclusive address for waiver request for NON-FUNDABILITY: safi@uclouvain.be

