

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 -

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 competency framework with the following specifics:

- a background in management studies;
- priority skills:
 - a socially responsible mindset;
 - acquired knowledge;
 - ability to act as an interface by capitalising on their previous personal experience;
- the possibility of developing some of these skills in greater depth through their choice of options and dissertation.

1. Corporate citizenship

Act consciously, aware of their responsibilities, placing human and ethical considerations at the very heart of their thinking and actions.

1.1 Demonstrate independent reasoning, look critically and consciously at acquired knowledge (both academic and common sense) and managerial practices, in light of emerging circumstances and their outcomes.

1.2 Decide and act by incorporating ethical and humanistic values, integrity, respect for the laws and conventions, solidarity and civic action, and sustainable development.

1.3 Decide and act responsibly, while taking into account the social, economic and environmental, sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders.

2. Knowledge and Reasoning

Master an active and integrated command of a multidisciplinary body of knowledge (content, methods, models, conceptual frameworks) essential to act expertly in the various areas of management.

2.1 Master the core knowledge of each area of management.

2.2 Master highly specific knowledge in one or two areas of management: advanced and current research-based knowledge and methods.

2.3 Articulate the acquired knowledge from different areas of management.

2.4 Activate and apply the acquired knowledge accordingly to solve a problem.

2.5 Contribute to the development and advancement of the management field.

3. A scientific and systematic approach

Analyze and resolve problems in multidisciplinary and complex management situations using a scientific and systematic approach.

3.1 Conduct a clear, structured, analytical reasoning by applying, and eventually adapting, scientifically based conceptual frameworks and models, to define and analyze a problem.

3.2 Collect, select and analyze relevant information using rigorous, advanced and appropriate methods.

3.3 Consider problems using a systemic and holistic approach: recognize the different aspects of the situation and their interactions in a dynamic process.

3.4 Perceptively synthesize the essential elements of a situation, demonstrating a certain conceptual distance, to diagnose and identify pertinent conclusions.

3.5 Produce, through analysis and diagnosis, implementable solutions in context and identify priorities for action.

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] 🌐
○ MLSMM2112	Finance & Governance	200002 LU [(C)] EN 0 5 LE2 0 011 LU 0 0 1 30 0 1 5 2 LU 0 200002 LU [(EB)]	FR [q1] [30h] [5 Credits] 🌐
○ MLSMM2113	Strategic Marketing	Caroline Ducarroz	

OPTIONS

- > Option Transport & Logistics (Mons) [en-prog-2024-gesm2m1-lgest563o]
- > Option Entrepreneurship (Mons) [en-prog-2024-gesm2m1-lgest564o]
- > Option Marketing Communication (Mons) [en-prog-2024-gesm2m1-lgest568o]
- > Option Marketing Decision (Mons) [en-prog-2024-gesm2m1-mgesm205o]
- > Option Finance and Transition I (Mons) [en-prog-2024-gesm2m1-mingm203o]
- > Option People Management (LLN) [en-prog-2024-gesm2m1-lgesm558o]
- > Option Corporate Finance (LLN) [en-prog-2024-gesm2m1-lgesm560o]
- > Option Marketing Strategy for Connected Brands (LLN) [en-prog-2024-gesm2m1-lgesm561o]
- > Option Consumer Insights (LLN) [en-prog-2024-gesm2m1-lgesm562o]
- > Option Corporate Sustainable Management (LLN) [en-prog-2024-gesm2m1-lgesm589o]

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.

o Content:

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

OPTION ENTREPRENEURSHIP (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

[en-prog-2024-gesm2m1-lgesm558o]

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...)

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 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.

Content:

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

OPTION FINANCE AND TRANSITION I (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 Finance and Transition (previously called Financial Management)

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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
 - 🌐
-

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] 🌐

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.

Bachelor in Economics and Management Bachelor Business Engineering			in management > Online enrolment
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	Master 60 programme contains advanced lectures in management > Online enrolment
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

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](#).

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