



GESM2M1
2024 - 2025

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 competenc-gafgement 8sible management pm [(O0a)6sllow per 0 -ifics0 0

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.

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] 🌐
○ MLSMM2112	Finance & Governance	Catherine D'Hondt	FR [q1] [30h] [5 Credits] 🌐
○ MLSMM2113	Strategic Marketing	Caroline Ducarroz	EN [q1] [30h+15h] [5 Credits] 🌐 > French-friendly
○ MLSMM2160	Managerial Project & Project Management	Amélie Jacquemin	FR [q2] [75h+15h] [10 Credits] 🌐
○ MANG2163	Advanced English 1	Jessica Degroote (coord.) Caroline Lambert Guy Monfort	EN [q1+q2] [0h+30h] [5 Credits] 🌐
○ MLSMM2220	Seminar on Current Managerial Issues	Alain Vas	EN [q1+q2] [30h+0h] [5 Credits] 🌐

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
-

o **Content:**

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
 -
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o Content:

○ LLSMS2280	Business Ethics and Compliance Management	Carlos Desmet	EN [q1] [30h] [5 Credits] 
○ LLSMS2282	Finance and Responsible Investment Practices	Leonardo Iania Claudio Vescovo	EN [q1] [30h] [5 Credits] 

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] 

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
UCLouvain Bachelors			
Bachelor in Management (Mons campus) Bachelor : Business Engineering (Mons campus) Bachelor in Economics and Management (Louvain-la-Neuve campus) Bachelor : Business Engineering (Louvain-la-Neuve campus) Bachelor in Economics and Management (Saint-Louis Bruxelles campus) Bachelor in Economics and Management (French-English) (Saint-Louis Bruxelles campus) Bachelor in Economics and Management (French-Dutch-English) (Saint-Louis Bruxelles campus) Bachelor : Business Engineering (Saint-Louis Bruxelles campus) Bachelor : Business Engineering (French-English) (Saint-Louis Bruxelles campus) Bachelor : Business Engineering (French-Dutch-English) (Saint-Louis Bruxelles campus) Bachelor of Science in Business Engineering (Saint-Louis Bruxelles campus)		Direct access	Master 60 programme contains advanced lectures in management > Online enrolment
Other UCLouvain bachelor degrees		-	No access
Others Bachelors of the French speaking Community of Belgium			
Bachelor in Management		Direct access	Master 60 programme contains advanced lectures

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"			
		-	
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

Teaching method

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

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

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

Possible trainings at the end of the programme

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

Contacts

Curriculum Management

Faculty

Structurethedg 1 0 0 -1 292.13598.5H 8 Tf 1 0 0 -1 0 602.87097168 GL012 Tf 1 0 0 -1 0 555 Tm [(Structurethedg 1 0 0 -1 292.13598.5H 8 Tf 1 SHkrnts

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

