**UCLouvain**

**GESM2M1**

*2024 - 2025*

GESM2M1 -

<div style="border:1px solid blue; padding:10px; text-align:center;">

**GESM2M1 -  Teaching profile**

</div>

## 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.

4. **Innovation ad 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 conf w and

| O MLSMM2112 | GESM2M1 Programme |
|---|---|

# Detailed programme by subject

## *CORE COURSES*

O 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...)

| O MGEST2106 | Final Paper | | FR [q1+q2] [] [15 Credits] 🌐 |
|---|---|---|---|
| O MLSMM2112 | Finance & Governance | Catherine D'Hondt | FR [q1] [30h] [5 Credits] 🌐 |
| O MLSMM2113 | Strategic Marketing | Caroline Ducarroz | EN [q1] [30h+15h] [5 Credits] 🌐 |

## 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]

O 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

## *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

○ *Content:*

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

    **O** 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:

| | | | |
|---|---|---|---|
| **O** LLSMS2280 | Business Ethics and Compliance Management | Carlos Desmet | [q1] [30h] [5 Credits] |

**○ Cours au choix (5 credits)**

*Une seconde langue étrangère à choisir parmi :*

| | | | | |
|---|---|---|---|---|
| ⚔ MNEER1341 | Dutch 3 | | Erika Copriau (coord.) <br> Bruno Michiels | NL [q1+q2] [0h+45h] [5 Credits] 🌐 |
| ⚔ MESPA1340 | Spanish 3 | | Juan Francisco Hernandez Rodriguez (coord.) <br> Fernando Juan San Basilio Pardo | ES [q1+q2] [0h+45h] [5 Credits] 🌐 |

**○ Cours au choix (5 credits)**

*Une seconde langue étrangère à choisir parmi :*

| | | | | |
|---|---|---|---|---|
| ⚔ MNEER1341 | Dutch 3 | | Erika Copriau (coord.) <br> Bruno Michiels | NL [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.*

***In the event of the divergence between the different linguistic versions of the present conditions, the French version shall prevail.***

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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.

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**DIRECT ACCESS OR APPLICATION-BASED ACCESS?  PLEASE CHECK THE FOLLOWING TABLES**

### University Bachelors

| Diploma | Special Requirements | Access | Remarks |
|---|---|---|---|

Bachelor in Economics and Management
Bachelor Business Engineering

Other Bachelor degrees

-

in management > Online
enrolment

No acc0.43G [(Ni5 l h W n 0.9 0 24.2 cm q 1 0 0

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

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