

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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[Introduction](#)

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 LL 0 0 -1 30 0 15 12 LU 810200002 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-lgesm552024-gesm2m1-lgesm552024-gesmq4-gesmq4-gesmq4-gesmq4-N03 3ption Trans

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

o Content:

○ MLSMM2122	Firm Valuation	Mikael Petitjean Xavier Suin	EN [q1] [30h] [5 Credits]
○ MLSMM2123	Issues in Sustainable Finance	Anh Nguyen (compensates Isabelle Platten) Frédéric Vrins	FR [q1] [30h] [5 Credits]
○ MLSMM2124	Judgment and Decision Making	Rudy De Winne	FR [q1] [30h] [5 Credits]

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
- 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 Content:

○ LLSMS2071	Diversity Management	Edina Dóci	EN [q1] [30h] [5 Credits]
○ LLSMF2007	Change Management and Leadership	Nathalie Guilmot (compensates Alain Vas) Emilie Malcourant (compensates Alain Vas)	EN [q1] [30h] [5 Credits]
○ LLSMS2221	Tutorat et approfondissement		FR [q1] [] [5 Credits]

OPTION CORPORATE FINANCE (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...)

o Content:

○ LLSMS2014	Entrepreneurial Finance	Raphaël Betti (compensates James Thewissen) Quentin Colmant	EN [q1] [30h] [5 Credits]
○ LLSMS2108	Current Issues in Finance	James Thewissen	EN [q1] [30h] [5 Credits]
○ LLSMS2221	Tutorat et approfondissement		FR [q1] [] [5 Credits]

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	Thierry Jupsin (compensates Isabelle Schuiling)	EN [q1] [30h] [5 Credits] 🌐
○ LLSMS2221	Tutorat et approfondissement		FR [q1] [] [5 Credits] 🌐

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...)

Content:

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

OPTION CORPORATE SUSTAINABLE 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
- 🌐 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 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.

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

Commission(s) of programme

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

