



GESM2M1

2024 - 2025

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.

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
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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	Isabelle Platten Frédéric Vrins	FR [q1] [30h] [5 Credits] 
○ MLSMM2124	Judgment and Decision Making	Rudy De Winne	FR [q1] [30h] [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.

o **Content:**

o LLSMS2280	Business Ethics and Compliance Management	Carlos Desmet	BS [q1] [30h] [5 Credits]
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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.

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
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Bachelor in Economics and Management
Bachelor Business Engineering

Other Bachelor degrees

in management > [Online enrolment](#)

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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

