

At Mons - 60 credits - 1 year - Day schedule - In FrenchDissertation/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**Table of contents**

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GESM2M1 - Introduction

Introduction

GESM2M1 - Teaching profile

Learning outcomes

On successful completion of this programme, each student is able to :

1.
 - 1.1
 - 1.2
 - 1.3
2.
 - 2.1
 - 2.2
 - 2.3
 - 2.4
3.
 - 3.1
 - 3.2
 - 3.3
 - 3.4
 - 3.5
4.
 - 4.1
 - 4.2
5.
 - 5.1
 - 5.2
 - 5.3
6.
 - 6.1
 - 6.2
7.
 - 7.1
 - 7.2
 - 7.3
8.
 - 8.1
 - 8.2
9.
 - 9.1
 - 9.2
 - 9.3
 - 9.4

GESM2M1 Programme

Detailed programme by subject

CORE COURSES

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

⊗ Programme classique pour les étudiants titulaires d'un diplôme de master (60 credits)

○ MGEST2000	Comptabilité et diagnostic financier	Victor Collin	[FR] [q1] [30h+10h] [5 Credits]
○ MGEST2001	Finance	Catherine D'Hondt Isabelle Platten	[FR] [q2] [45h+20h] [5 Credits]
○ MGEST2002	Marketing	Nadia Sinigaglia	[FR] [q1] [45h+20h] [5 Credits]
○ MGEST2003	Production	Daniel De wolf Nadine Meskens	[FR] [q2] [30h+10h] [5 Credits]
○ MGEST2004	Management humain	Laurent Taskin	[FR] [q2] [30h+10h] [5 Credits]
○ MGEST2006	Stratégie	Alain Vas	[FR] [q1] [30h+10h] [5 Credits]
○ MGEST2106	Travail de fin d'études		[FR] [q1+q2] [] [15 Credits]
○ MLSMM2111	Corporate Social Responsibility	Laurent Lievens Vincent Truyens	[FR] [q2] [30h] [5 Credits]

○ Cours au choix (10 credits)

Deux cours de 5 ECTS chacun sont à choisir, avec accord du responsable de programme, parmi les cours des majeures et options du master 120 proposés par la LSM ne nécessitant pas de conditions d'accès.

⊗ Programme spécifique pour les étudiants non-titulaires d'un diplôme de master (60 credits)

Ce programme est à suivre après avoir suivi le module complémentaire comprenant les prérequis nécessaires (voir Conditions d'admission).

○ MGEST2106	Travail de fin d'études		[FR] [q1+q2] [] [15 Credits]
○ MLSMM2111	Corporate Social Responsibility	Laurent Lievens Vincent Truyens	[FR] [q2] [30h] [4 Credits]
○ MLSMM2112	Corporate Finance	Catherine D'Hondt	[FR] [q1] [30h] [5 Credits]
○ MLSMM2113	Strategic Marketing	Caroline Ducarroz	[EN] [q2] [30h] [5 Credits]
○ MLSMM2114	People & Organization Management	Gaëtan Bonny Gaëtan Bonny (compensates Laurent Taskin)	[FR] [q1] [30h] [5 Credits]
○ MANG2163	Advanced English 1	Jessica Degroote Céline Gouverneur (coord.) Guy Monfort	[EN] [q1+q2] [0h+30h] [5 Credits]
○ MSHUM2201	Compétences relationnelles	Laurent Lievens	[FR] [q1] [15h+30h] [3 Credits]
○ MLSMM2220	Seminar on Current Managerial Issues	Olivier de Wasseige Alain Vas	[EN] [q1+q2] [30h] [3 Credits]

○ Option (15 credits)

Une option de 15 crédits est à choisir, avec accord du responsable de programme, parmi la liste des options proposées par la LSM et ne nécessitant pas de conditions d'accès (voir liste des options)

OPTIONS

- > [Option Transport & Logistics \(Mons\)](#) [en-prog-2021-gesm2m1-lgest563o]
- > [MONS - Entrepreneurship](#) [en-prog-2021-gesm2m1-lgest564o]
- > [Option Marketing Communication \(Mons\)](#) [en-prog-2021-gesm2m1-lgest568o]
- > [Option Marketing Decision \(Mons\)](#) [en-prog-2021-gesm2m1-mgesm205o]
- > [Option Asset Management \(Mons\)](#) [en-prog-2021-gesm2m1-mingm203o]
- > [Option People Management \(LLN\)](#) [en-prog-2021-gesm2m1-lgest558o]
- > [Option Corporate Finance \(LLN\)](#) [en-prog-2021-gesm2m1-lgest560o]
- > [Option Marketing Strategy for Connected Brands \(LLN\)](#) [en-prog-2021-gesm2m1-lgest561o]
- > [Option Consumer Insights \(LLN\)](#) [en-prog-2021-gesm2m1-lgest562o]
- > [Option Corporate Sustainable Management \(LLN\)](#) [en-prog-2021-gesm2m1-lgest589o]

OPTION TRANSPORT & LOGISTICS (MONS) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

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]

MONS - ENTREPRENEURSHIP [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o Content:

○ MLSMM2261	Collective Entrepreneurship	Julie Hermans	FR [q1] [30h] [5 Credits]
○ MLSMM2262	Entrepreneuriat technologique	Julie Hermans	FR [q1] [30h] [5 Credits]
○ MLSMM2263	Doing Entrepreneurship	David Valentiny (compensates Amélie Jacquemin)	FR [q1] [30h] [5 Credits]

OPTION MARKETING COMMUNICATION (MONS) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o Content:

○ MCOMU2202	Marketing Communications	Karine Charry	FR [q1] [30h] [5 Credits]
○ MCOMU2203	Processus de création publicitaire	Marc Soumillon	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 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

o Content:

○ MLSMM2131	Retailing & Distribution Management	Simon Hazée	FR [q1] [30h] [5 Credits]
○ MLSMM2132	Price Management	Caroline Ducarroz Nadia Sinigaglia	FR [q1] [30h] [5 Credits]
○ MLSMM2133	Product & Innovation	Nadia Sinigaglia	EN [q1] [30h] [5 Credits]

OPTION ASSET MANAGEMENT (MONS) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [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 in Financial Management

o Content:

○ MLSMM2121	Derivative Securities	Mathilde Fox (compensates Isabelle Platten)	FR [q1] [30h] [5 Credits]
○ MLSMM2122	Equity Valuation	Mikael Petitjean Xavier Suin	EN [q1] [30h] [5 Credits]

○ MLSMM2123	Fixed Income Analysis	Anh Nguyen Anh Nguyen (compensates Isabelle Platten)	FR [q1] [30h] [5 Credits]
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OPTION PEOPLE MANAGEMENT (LLN) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [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 in People Management.

○ Content:

○ LLSMS2070	Organizational Diagnostic (in French)	Evelyne Léonard	FR [q1] [30h] [5 Credits]
○ LLSMS2072	Clinical Sociology of work (in French)	John Cultiaux (compensates Thomas Périlleux)	FR [q1] [30h] [5 Credits]
○ LLSMF2007	Change Management (in French)	Nathalie Guilmot (compensates Alain Vas) Emilie Malcourant (compensates Alain Vas)	FR [q1] [30h] [5 Credits]

OPTION CORPORATE FINANCE (LLN) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [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 in Corporate Finance

○ Content:

○ LLSMS2014	Entrepreneurial Finance (in English)	Quentin Colmant (compensates Philippe Grégoire) James Thewissen Yue Zhang	EN [q1] [30h] [5 Credits]
○ LLSMS2017	IAS/IFRS	Bruno Colmant	EN [q1] [30h] [5 Credits]
○ LLSMS2108	Current Issues in Finance (in English)	James Thewissen	EN [q1] [30h] [5 Credits]

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

This option is not available to students who have followed the Major in « Consumer Insights »

- Mandatory
- ✘ Optional
- △ Not offered in 2021-2022
- ⊖ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- (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:

● LLSMS2000	Marketing Research	Gordy Pleyers	EN [q1] [30h] [5 Credits]
● LLSMS2002	International Marketing	Thierry Jupsin	EN [q1] [30h] [5 Credits]
● LLSMS2007	New Business Models and E-commerce	Paul Belleflamme	EN [q1] [30h] [5 Credits]

OPTION CONSUMER INSIGHTS (LLN) [15.0]

This option is not available to students who have followed the Major in « Marketing Strategy for Connected Brands »

- Mandatory
- ✘ Optional
- △ Not offered in 2021-2022
- ⊖ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [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 Consumer Insights

Content:

● LLSMS2001	Consumer Behavior	Nicolas Kervyn de Meerendré	EN [q1] [30h] [5 Credits]
● LLSMS2021	Managing Brand Equity	Thierry Jupsin (compensates Valérie Swaen)	EN [q1] [30h] [5 Credits]
● LLSMS2024	Marketing Studies	Gordy Pleyers	EN [q1] [30h] [5 Credits]

OPTION CORPORATE SUSTAINABLE MANAGEMENT (LLN) [15.0]

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [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 Philippe de Woot Major in Corporate Sustainable Management

Content:

○ LLSMS2280	Business Ethics and Compliance Management	Carlos Desmet	EN [q1] [30h] [5 Credits]
○ LLSMS2281	Sustainable Management and Value Chains	Carsten Reuter	EN [q1] [30h] [5 Credits]
○ LLSMS2282	Finance and Responsible Investment Practices	Leonardo Iania	EN [q1] [30h] [5 Credits]

Supplementary classes

To access this Master, students must have a good command of certain subjects. If this is not the case, they must add supplementary classes at the beginning of their Master's programme in order to obtain the prerequisites for these studies.

- Mandatory
- ⊗ Optional
- △ Not offered in 2021-2022
- ⊙ Not offered in 2021-2022 but offered the following year
- ⊕ Offered in 2021-2022 but not the following year
- △ ⊕ Not offered in 2021-2022 or the following year
- Activity with requisites
- [FR] Teaching language (FR, EN, ES, NL, DE, ...)

Click on the course title to see detailed informations (objectives, methods, evaluation...)

○ MECON1212	Microéconomie	Patrick Scarmure	FR [q1] [45h+20h] [5 Credits]
○ MGEST1219	Finance	Catherine D'Hondt Isabelle Platten	FR [q2] [45h+20h] [5 Credits]
○ MGEST1220	Marketing <i>Les étudiants titulaires d'un diplôme de bachelier en marketing ou en commerce extérieur sont dispensés de cette unité d'enseignement.</i>	Nadia Sinigaglia	FR [q1] [45h+20h] [5 Credits]
○ MGEST1222	Production <i>Les étudiants titulaires d'un diplôme de bachelier en gestion des transports et logistique sont dispensés de cette unité d'enseignement.</i>	Daniel De wolf (compensates Nadine Meskens)	FR [q2] [30h+10h] [5 Credits]
○ MGEST1322	Stratégie	Alain Vas	FR [q1] [30h+10h] [5 Credits]
○ MGEST1323	Management humain	Laurent Taskin	FR [q2] [30h+10h] [5 Credits]
○ MGEST1325	Comptabilité et contrôle de gestion <i>Les étudiants titulaires d'un diplôme de bachelier en comptabilité sont dispensés de cette unité d'enseignement.</i>	Dominique Helbois	FR [q1] [45h+20h] [5 Credits]
○ MQANT1324	Econométrie	Mikael Petitjean	FR [q2] [45h+20h] [5 Credits]
○ MQANT1326	Méthodes quantitatives de gestion <i>Les étudiants titulaires d'un diplôme de bachelier en informatique de gestion sont dispensés de cette unité d'enseignement.</i>	Corentin Vande Kerckhove	FR [q1] [45h+20h] [5 Credits]
○ MSHHD1329	Sociologie des organisations	Philippe Scieur	FR [q2] [30h] [5 Credits]

○ MANGL1339	Anglais 3 Niveau à faire valider en début d'année académique par l'enseignant.	Jessica Degroote (coord.) Céline Gouverneur Karen Ratcliffe Florence Simon (compensates) Karen Ratcliffe Quentin Zèques	EN [q1+q2] [0h+60h] [5 Credits]
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○ Cours au choix (5 credits)

Une seconde langue étrangère à choisir parmi :

⊗ MNEER1341	Néerlandais 3 Niveau à faire valider en début d'année académique par l'enseignant.	Erika Copriau (coord.) Bruno Michiels	NL [q1+q2] [0h+60h] [5 Credits]
⊗ MESPA1340	Espagnol 3 Niveau à faire valider en début d'année académique par l'enseignant.	Juan Francisco Hernandez Rodriguez (coord.)	ES [q1+q2] [0h+60h] [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.

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](#)

University Bachelors

Diploma	Special Requirements	Access	Remarks
UCLouvain Bachelors			
		Direct access	
		-	
Others Bachelors of the French speaking Community of Belgium			
		Direct access	
Tout bachelier (équivalent à ceux-ci)	Programme répondant aux conditions générales d'accès	-	
Bachelors of the Dutch speaking Community of Belgium			
		Direct access	
Foreign Bachelors			
		Access based on application	

Non university Bachelors

> Find out more about [links](#) to the university

Diploma	Access	Remarks
BA - assistant(e) de direction - crédits supplémentaires entre 45 et 60	Les enseignements supplémentaires éventuels peuvent être consultés dans le module complémentaire .	Type court
BA - conseiller(ère) en développement durable - crédits supplémentaires entre 45 et 60		
BA en assurances - crédits supplémentaires entre 45 et 60		
BA en assurances et gestion du risque - crédits supplémentaires entre 45 et 60		
BA en commerce et développement - crédits supplémentaires entre 45 et 60		
BA en commerce extérieur - crédits supplémentaires entre 45 et 60		
BA en comptabilité - crédits supplémentaires entre 45 et 60		
BA en coopération internationale - crédits supplémentaires entre 45 et 60		

BA en e-business - crédits supplémentaires entre 45 et 60
 BA en gestion des transports et logistique d'entreprise - crédits supplémentaires entre 45 et 60
 BA en gestion hôtelière, orientation arts culinaires - crédits supplémentaires entre 45 et 60
 BA en gestion hôtelière, orientation management - crédits supplémentaires entre 45 et 60
 BA en gestion hôtelière - crédits supplémentaires entre 45 et 60
 BA en immobilier - crédits supplémentaires entre 45 et 60
 BA en informatique de gestion - crédits supplémentaires entre 45 et 60
 BA en informatique, orientation développement d'applications - crédits supplémentaires entre 45 et 60
 BA en international business - crédits supplémentaires entre 45 et 60
 BA en management de la logistique - crédits supplémentaires entre 45 et 60
 BA en management du tourisme et des loisirs - crédits supplémentaires entre 45 et 60
 BA en marketing - crédits supplémentaires entre 45 et 60
 BA en relations publiques - crédits supplémentaires entre 45 et 60
 BA en sales account manager - crédits supplémentaires entre 45 et 60
 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"			
		Access based on application	
		Access based on application	
Masters			
Tous les masters		Access based on application	
		Access based on application	

Holders of a non-University 2nd cycle degree

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

Admission on the basis of a submitted dossier may be granted either directly or on the condition of completing additional coursework of a maximum of 60 ECTS credits, or refused.

Admission and Enrolment Procedures for general registration

Evaluation

The evaluation methods comply with the regulations concerning studies and exams (<https://uclouvain.be/fr/decouvrir/rgee.html>). More detailed explanation of the modalities specific to each learning unit are available on their description sheets under the heading "Learning outcomes evaluation method".

Les méthodes d'évaluation sont diverses : réalisation de travaux individuels et/ou de groupe , passage d'examens écrits ou oraux, réalisation d'un mémoire.

Contacts

Curriculum Management

Faculty

Structure entity

SSH/LSM

Denomination

Louvain School of Management ([LSM](#))

Sector

Human Sciences ([SSH](#))

Acronym

LSM

Postal address

Place des Doyens 1 - bte L2.01.01

1348 Louvain-la-Neuve

Website

<http://www.uclouvain.be/lsm>

Mandate(s)

- Dean : Matthieu de Nanteuil
- Administrative director : Helena Torres

Commission(s) of programme

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

Academic supervisor: [Julie Hermans](https://uclouvain.be/repertoires/julie.hermans) (<https://uclouvain.be/repertoires/julie.hermans>)

Jury

- [Patrick Scarmure](https://uclouvain.be/repertoires/patrick.scarmure) (<https://uclouvain.be/repertoires/patrick.scarmure>)
- [Caroline Ducarroz](https://uclouvain.be/repertoires/caroline.ducarroz) (<https://uclouvain.be/repertoires/caroline.ducarroz>)

Useful Contact(s)

- Informations pour les futurs étudiants (Nicolas Hurtado de Jesus - tél. +32 (0)65 323 327): info-mons@uclouvain.be
- Chargée de gestion enseignement: [Magaly Duquesne](https://uclouvain.be/repertoires/magaly.duquesne) (<https://uclouvain.be/repertoires/magaly.duquesne>)

