Description of the LSM Majors

MAJORS OFFERED TO FUTURE STUDENTS OF THE
MASTER [120] IN MANAGEMENT

Major in Management humain et intervention dans les organisations ........................................... 2
Major in European Business .................................................................................................................. 2
Major in Managerial Corporate Finance ............................................................................................. 2
Major in Marketing Strategy for Connected Brands ............................................................................. 2
Major in Consumer Insight .................................................................................................................... 3
Philippe de Woot in Corporate Sustainable Management ................................................................. 4
Major in CPME ..................................................................................................................................... 5
Major in International Business ‘IB’ ...................................................................................................... 6
Major in Financial Management ............................................................................................................ 7
Major in Révisorat et expertise comptable ............................................................................................ 7
Major in Décisions marketing tactiques et digitales .............................................................................. 8
**Major in Management humain et intervention dans les organisations**

The description will be communicated later.

**Major in European Business**

**Content**
- Courses Q1: European Corporate Governance, European Economic Policy, Industrial Relations in Europe
- Courses Q2: Corporate Strategy in Europe, Management of European Companies (Business Cases), European Public Affairs

**Language**
English

**Prerequisites**
Microeconomics, Macroeconomics, International Economics, Political Economy, Introduction to public, private and commercial Law, Production management, Industrial organization, Strategy

**Teaching methods**
Various methods: see specific course descriptions

**Evaluation methods**
Various methods: written and oral examinations, essays, readings, team projects

**Aims**
To provide a better understanding on how business operates in the EU single market, how EU policies affect business and on how business and EU institutions interact.

**Acquired skills**
Knowledge of the European business environment and business strategies in the EU, Analysis of EU policies

**Career opportunities**
MNEs (EU corporate governance & supply chain), European institutions, Think-tanks, Lobbying

**Major in Managerial Corporate Finance**

**Content**
Corporate finance, risk management of financial institution, international financial management, advanced corporate finance, entrepreneurial finance, and droit des affaires

**Language**
All in English except Droit des Affaires

**Prerequisites**
Financial accounting; Financial statement analysis; basic finance (bachelor); introduction corporate finance (master)

**Teaching methods**
Lectures, presentations, case studies, discussions

**Evaluation methods**
Final exam plus extra activities, such as team projects and workshops

**Aims**
Understand operation, regulations, operating environment, and risks of firms and financial institutions

**Acquired skills**
Financial information and data analysis skills

**Career opportunities**
Financial managers, bankers, financial analysts

**Major in Marketing Strategy for Connected Brands**

**Content**
The objective of this new marketing major is to understand how to strategically manage brands in the new and changing digital landscape. The new digital environment had a major impact on consumers’ habits and needs. As a result, the way to understand, communicate and reach consumers has changed dramatically. The different courses organized in this major will tackle all
these changes with state of the art concepts and models given by specialists in the different fields.
In the first part, we will offer courses on
1) Marketing research
2) New business models and e-commerce
3) International marketing
In the second part, we will offer courses on
1) Brand management
2) Big data/data mining applied to marketing
3) On-line and off-line communication strategies

Language
English

Prerequisites
One basic marketing course is needed

Teaching methods
Lectures, case studies, conferences from marketing managers, discussion of articles and videos and development of group projects will be used depending on the course. Participation to company games will also be organized.

Evaluation methods
Individual exams and group projects

Aims
The objective is to master all the new concepts and techniques that are needed to manage brands in the current digital landscape. At the end of the course, the student will be able to develop on his own a marketing strategy and effective marketing program for a brand, using all the traditional and digital tools that are available in the market today. He will also understand how the multiple digital data can be used to predict consumer behavior and achieve a good ROI.

Acquired skills
The students will develop their
- knowledge and reasoning using multiple digital data
- scientific and systematic approach
- Project management skills
- Communication and interpersonal skills.

Career opportunities
The students will be prepared for careers in marketing or general management or consulting. In marketing, he could become a Brand manager in an international company, in a medium size company or in start-ups in multiple industries from Consumer Goods to services or BTB , he could become marketing analyst or consultant or work in advertising or digital agencies

Major in Consumer Insight

Content
Today, the foundation of an organization’s success lies largely in relevant insights into how consumers feel, think, choose, and consume. In this major you will learn to adopt a consumer-centric perspective of marketing. You will study and use the tools and methods needed to systematically investigate and answer marketing questions through large scale data collections as well as in-depth qualitative studies and more experimental methods. We will also teach you and ask you to use theories and models of consumer behavior in a wide range of marketing topics, from service marketing to B2B marketing and ethical consumption.

Language

Prerequisites
Introduction to marketing course

Teaching methods
Lectures, group assignments, & case studies presented by marketing professionals

Evaluation methods
Group assignments evaluated for their methodological and theoretical quality as well as individual exams

Aims
Organized around a consumer-centric approach, the purpose of this major is to give students a comprehensive coverage of state-of-the-art frameworks, concepts, tools, and techniques to understand, predict and leverage consumers’ emotions, attitudes and behaviors. It also aims at addressing relevant inputs required by the
increasingly digital marketing landscape, as well as other highly topical subjects such as ethical consumption and sustainability.

Acquired skills

In this track the students will develop their:
- Corporate citizenship
- Knowledge and reasoning
- Scientific and systematic approach
- Capacity to work effectively in an international and multicultural environment
- Project management skills
- Communication and interpersonal skills

Career opportunities

This major prepares students for pursuing careers in marketing (on the side of announcers or marketing agencies) but also in general management, entrepreneurship, business consulting, media, or consumer-oriented not-for-profit organizations.

Philippe de Woot in Corporate Sustainable Management

Content

The current economic system has been very effective in supporting private interests, but this wealth creation now faces two major challenges that jeopardize future prosperity: (i) wealth creation is very unequally shared among individuals and countries, (ii) natural resources management and environmental issues now turn out to able to limit our growth perspectives. The new challenge is to manage global commons, which requires to adopt a creative and transversal perspective in business management.

In this context, this multidisciplinary major aims to develop competent and responsible leaders with a transversal view of the different management fields (leadership, strategy, entrepreneurship, human resource, finance, marketing, accounting, audit, supply chain). This major will offer a solid understanding of the complex dilemmas and the tools to develop agile and responsible organizational cultures and to implement effective compliance, business ethics and corporate sustainable management programmes.

Language

English

Prerequisites

The CSR class (compulsory course in the part 1 of the first semester).

Teaching methods

The format is based on active learning and includes lectures, conferences with practitioners, multisector case studies, videos, readings, incidents and class discussion, and project work (individual projects and projects by group).

Evaluation methods

Discussion and active participation will be very important in this major. It’s only through sharing and confronting opinions and ideas that you can forge your own values and convictions and develop your knowledge on this topic. Moreover, students’ acquisition of knowledge and know-how will be assessed using written exam, written reports based on group or individual projects, and oral presentations.

Aims

The objectives of this multidisciplinary major are:

- to analyze how business organizations can learn how to use their resources not only efficiently but also in a sustainable and regenerative way and thus to integrate sustainability and responsibility thinking in corporate policies, strategies and practices;
- to identify how this fundamental paradigmatic change in thinking about management can contribute to addressing effectively economic, environmental, societal and human sustainability challenges (such as climate change, human rights);
- to provide appropriate understanding of the management tools needed to develop policies, strategies and practices which contribute not only to corporate sustainability but also to societal sustainable welfare and how these tools can be implemented and dealt with on a daily basis;
to stimulate students’ critical thinking about their role in a society confronted with sustainability challenges and paradoxical choice situations as individuals, consumers, future employees and corporate leaders.

**Acquired skills**

Priority in this major is given to

1. **Corporate citizenship** to enhance ability to act consciously, aware of your responsibilities, placing human and ethical considerations at the very heart of thinking and actions;
2. **Innovation and entrepreneurship** or the ability to innovate, develop entrepreneurial skills and lead change;
3. **Knowledge and reasoning** to master a multidisciplinary body of knowledge (in terms of contents, methods, models and conceptual frameworks);
4. **Personal development** to prepare students to act effectively as an emerging leader or as a professional in the field of compliance management, business ethics and sustainable development of companies;
5. **Work effectively in an international and multicultural environment**: The capacity to serve as an interface between stakeholders with different ways of thinking, belief systems, backgrounds, nationalities, cultures, etc.

**Career opportunities**

We live in a "risk society" that is struggling to maintain its values; the job opportunities related to corporate sustainable management, ethics and compliance are thus growing. These opportunities are transversal functions that require both a thorough knowledge of the company and the ability to work closely with all the functions of the company.

Among other career opportunities, we can quote ethics and compliance officers, CSR managers, sustainability manager, management consultants, risk managers, auditors, CEOs, board members, directors, regulators, public officers and international directors.

PhD Philippe de Woot was a Doctor in the Law and in Economic Sciences. He taught at Université catholique de Louvain (1965-1995) and was an invited professor at INSEAD Avira Program (1987-2000). His work aimed to promote the ethical and political dimensions of the economic activity. His research focused on long term business success factors and their consequences for society at large. He analyzed the ways corporate strategic power was exercised and the recent evolution towards new societal responsibilities. On a global level he was among the founding fathers of the Globally Responsible Leadership Initiative (GRLI). He has written many books among others about innovation, Corporate Social Responsibility and the globalization.

**Major in CPME**

**Content**

- 3 cours obligatoires en français (suivis au sein d’un groupe d’étudiants issus de 8 facultés différentes) :
  - LCPME2001 - Théories de l’entrepreneuriat
  - LCPME2002 - Aspects juridiques, économiques et managériaux de la création d’entreprise
  - LCPME2004 - Approfondissement en entrepreneuriat
- 3 cours optionnels en anglais pour les étudiants LSM :
  - LCPME2005 - Social entrepreneurship
  - LLSMS2081 - Strategic management of startups
  - LLSMS2080 - International entrepreneurship
  - LLSMS2014 - Entrepreneurial Finance
  - LLSMX2001 - Regenerative economy
- LCPME2003 (cours en bloc annuel 2) : étapes clés de la création d’entreprise (suivi spécifique du mémoire CPME en création d’entreprise)
- Le mémoire CPME de fin d’études doit obligatoirement être réalisé dans le cadre de cette majeure. Ce mémoire CPME remplace le mémoire classique LSM et doit être réalisé en équipe interfacultaire de 3 à 4 étudiants issus de 3 à 4 facultés différentes et porter sur un projet entrepreneurial.

**Languages**

Français pour les cours en auditoire interdisciplinaire.
Anglais pour les 3 cours complémentaires.
Prerequisites
Avoir posé sa candidature pour la formation CPME (www.uclouvain.be/cpme) (avant la rentrée du bloc annuel 1 de master 120) et avoir été sélectionné (fin septembre du bloc annuel 1 de master120)

Teaching methods
Pédagogies actives, participatives, reliées au terrain, en équipes interdisciplinaires.
- Études de cas
- Analyses de terrain
- Lectures - Conférences – débats
- Projet entrepreneurial interdisciplinaires (voire international)
- Participation à des concours & Mentorat
- Mémoire projet de création d’entreprise

Evaluation methods
Evaluation continue hors session pour la majorité des cours.
- Présence et participation aux cours obligatoire et notée.
- Nombreux travaux écrits et présentations orales en équipes.

Aims
Outiller et renforcer les compétences entrepreneuriales des étudiants de manière à ce qu’ils soient capables de concevoir un business plan (spinoff, startup ou autre projet intrapreneurial) et se sentent en confiance pour se lancer dans l’aventure entrepreneuriale/intrapreneuriale.

Acquired skills
Au terme des deux années de cours et travaux dans le cadre de la majeure CPME, l’étudiant·e
- Aura acquis les connaissances et les compétences nécessaires à la réalisation d’un plan d’affaires ;
- Sera capable d’agir en acteur socialement responsable ;
- Sera capable de gérer un projet en équipe ;
- Sera capable de présenter un projet entrepreneurial et de convaincre des partenaires potentiels ;
- Se sera construit un réseau professionnel et entrepreneurial ;
- Sera capable de détecter de nouvelles opportunités ;
- Sera capable de planifier la stratégie d’une nouvelle entreprise ;
- Sera capable de prendre en compte l’environnement dans lequel évolue une entreprise et modifier la stratégie de celle-ci au besoin ;
- Sera capable de....

Career opportunities
Entrepreneuriat & Intrapreneuriat
- Création ou reprise d’entreprise
- Développement de projets entrepreneuriaux au sein d’une entreprise existante
- Internationalisation d’une PME
- Consultance/Services aux entrepreneurs
- Audit de PME

Major in International Business ‘IB’

Content
The IB track offers 25 selected students the opportunity to act as intrapreneurs, undertaking concrete initiatives in an international context and transforming ideas into business success. It offers ONE year abroad during master 2: four to five months of academic exchange in a partner university and a 6-month internship outside Europe within an international SME, multi-national or NGO. Mandatory courses in master 1 include:
- International financial Management
- Industrial Relations in Europe
- International Marketing Management
- Cross-cultural Management
Major in Financial Management

Content
Le contenu de la majeure est défini pour permettre aux étudiants d’aborder les sujets de finance faisant l’objet des examens du CFA Institute. La première partie de la majeure (Q1) est consacrée aux instruments financiers : actions, obligations, produits dérivés. Dans la deuxième partie de la majeure (Q2), ces produits sont intégrés dans une gestion de portefeuille. La majeure propose aussi une introduction à la gestion des risques et au nouvel environnement réglementaire des institutions financières. On offre également aux étudiants la possibilité de s’interroger sur l’hypothèse de l’investisseur rationnel, en tenant compte des biais comportementaux. Les étudiants intéressés pourront compléter la majeure par une option en Q3 qui couvre les sujets non abordés dans les examens du CFA : les questions éthiques et le code de conduite des CFA Charterholders, les référentiels IFRS de publications de l’information financière et les investissements alternatifs.

Language
Anglais/Français

Prerequisites
Cours de finance de base, mathématiques, probabilités et statistiques, économétrie (niveau bachelier)

Teaching methods
Méthodes variées : exposés, classe inversée, exercices en salle informatique, études de cas, expérimentations, gestion d’un portefeuille virtuel

Evaluation methods
Méthodes variées : examen final, quiz hebdomadaires, travaux de groupes, travaux individuels

Aims
L’objectif de la majeure est de préparer les étudiants pour qu’ils soient capables de présenter les examens du CFA, niveau 1 et niveau 2.

Acquired skills
Les acquis d’apprentissage des cours sont en ligne avec les « learning outcomes » du CFA Institute en ce qui concerne les matières de : Fixed Income, Equity Investments, Derivatives, Portfolio Management, Alternative Investment

Career opportunities
Gestionnaire de portefeuille, analyste, consultant, conseiller financier, trading, direction financière, private banking. De manière générale, dans les métiers de la banque et de l’investissement, à un certain niveau, la certification CFA est souvent exigée.

Major in Révisorat et expertise comptable

Contenu
La majeure est composée de trois modules intégrés, chacun d’entre eux
nécessitant les acquis des modules précédents et répartis sur 3 quartrimestres. Le quatrième quartrimestre est dédié aux stages et au mémoire. Ainsi sont approfondis au niveau comptable les concepts de droit comptable, de règles d’évaluation, de normes comptables internationales et de consolidation. La fiscalité nationale et internationale fait également partie du cursus requis. Par ailleurs, un cours spécifique est dédié à l’éthique des professions comptables. Gage de qualité de cette filière, tous ces cours de spécialisation sont dispensés par des professionnels ayant des compétences pédagogiques reconnues, mais également des acteurs de terrain qui connaissent les exigences du monde économique actuel.

Langue
Français

Prérequis
Aucun pour le premier module. Le suivi du deuxième et du troisième module nécessite toutefois les acquis du module précédent.

Méthodes d’apprentissage
Cours interactifs, mises en situation-problème, classes inversées, études de cas, serious game, projets intégrateurs

Méthodes d’évaluation
Examen écrit/oral (à livre ouvert/fermé) ; QCM ; Présentation orale ; Rapport écrit ; Travaux de groupe/individuel ; Essai individuel.

Objectifs

Compétences acquises
Spécialisation dans les matières de gestion comptable et financière de l’entreprise afin à la fois de contrôler la mise en place du système d’information comptable interne à l’organisation et porter un jugement d’expert sur l’information qui sera mise à la disposition du grand public, tout en ayant un large bagage législatif.

Débouchés
- Reviseur d’entreprises
- Expert-comptable et conseil fiscal
- Audit interne
- Contrôle de gestion
- Consolidation
- Fonctions administratives et financières
- …

**Major in Décisions marketing tactiques et digitales**

Content
Built on the core fundamentals of any marketing plan and taking into account the evolution of marketing in the digital environment, the Decisions and Digital Marketing major focuses on the strategic and operational dimensions of key marketing decisions: product innovation, pricing and distribution as well as the marketing decisions making and management in the digital world.

The courses track is designed so that students dig into the conceptual as well as the methodological foundations of each marketing decision: product innovation, price and retailing, taking the perspectives of two main actors: the company and the consumer, and alternating examples from the B2C and B2B sectors. The second part of the major focuses more specifically on digital marketing shedding the light on the understanding of the e-consumer behavior and the digital marketing trends. The objective is to offer a 360-degree in-depth perspective of issues the marketing manager has to deal with.

Students will also study and practice advanced qualitative and quantitative methods as well as tools that help managers making optimal marketing decisions in the digital world.

Several course of this major are built on the basis of partnerships
• with an international company active in the B2B chemical sector and
• with companies involved in the IPM-Digital Marketing chair.

In the first term, courses focus on the marketing decisions
• Distribution
• Price Management
• Product Innovation

In the second term, courses are oriented towards digital marketing
• Tendances en digital marketing
• E-Comportement du consommateur
• Méthodes et Modeles en Marketing

Languages
French is used most of the time, but sessions conducted in partnership with international speakers will be taught in English

Prerequisites
Introductory course of marketing

Teaching methods
Lectures, conferences by professionals, case studies, practical exercises on computer, discussion on scientific and managerial articles, group assignments with methodological supervision provided by the professors.

Evaluation methods
Oral exams, Written exams, group assignments evaluation.
Individual work on articles and e-learning are also assessed.

Aims
In this major, students will learn to master the strategic as well as the operational nature of all aspects of marketing decisions. Hence they will develop specific competencies that are key when managing marketing decisions in the digital world.

Participants will be equipped with the most significant conceptual frameworks and latest thinking on identifying, formulating and assessing companies’ pricing, retailing, product innovation strategies and tactics, also in a digital marketing context.

A special emphasis is set on advanced and innovative approaches used in the practice, as well as on the interdependencies of decisions taken in relationship with these marketing mix variables.

Acquired skills
In this track the students will develop the following skills:
- Knowledge and reasoning
- Scientific and systematic approach
- Capacity to work effectively in an international and multicultural environment
- Project management skills
- Communication and interpersonal skills

Career opportunities
This major prepares students who want to pursue careers in marketing (marketing management, product management, price management, retail management, marketing analyst, digital marketing), in general management and in business consulting, in large as well as small companies, mainly focused on the national market or opened internationally.