



**LOUVAIN**

School of Management

## **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 .....	3
Major in Marketing Strategy for Connected Brands .....	3
Major in Consumer Insight .....	4
Philippe de Woot in Corporate Sustainable Management .....	5
Major in CPME .....	7
Major in International Business 'IB' .....	8
Major in Financial Management .....	8
Major in Révisorat et expertise comptable .....	9
Major in Décisions marketing tactiques et digitales .....	10

## Major in Management humain et intervention dans les organisations LLN

---

Content	<p>The aim of the track is to propose frameworks and practices which allow to understand how HRM and organization policies are set out (scope and means) as well as the effects they produce at short, mid and long-term for individuals (employees and employers), organizations and institutions. In short, the major makes students able to understand and act on human dimensions of modern management.</p> <p>The two parts of the major allow students to consider HRM and intervention in organizations from complementary levels of analysis and action: individual, group, and organizational.</p> <p>In the first part, at an organizational level, tools for diagnosing organizations are studied as well as the issue of change management; at a more individual level, the issue of how people experience management and organizational practices will be investigated.</p> <p>In the second part of the major, at an organizational level, the way a strategy in HRM is developed will be studied as well as some contemporary issues specific to the field (like, e.g., diversity management); at an individual and group level, students will learn the dynamics of the (behavioural) relationship between them and the organization.</p> <p>6 mandatory courses:</p> <ul style="list-style-type: none"><li>➤ <a href="#"><u>Diagnostic organisationnel</u></a> (Q1)</li><li>➤ <a href="#"><u>Sociologie clinique du travail</u></a> (Q1)</li><li>➤ <a href="#"><u>Gestion du changement</u></a> (Q1)</li><li>➤ <a href="#"><u>Comportement organisationnel</u></a> (Q2)</li><li>➤ <a href="#"><u>Gestion stratégique des ressources humaines</u></a> (Q2)</li><li>➤ <a href="#"><u>Problématiques et pratiques contemporaines en GRH</u></a> (Q2)</li></ul>
Language	French
Prerequisites	Introduction to HRM, and Organization Theory or equivalent
Teaching methods	Various methods: see specific course descriptions
Evaluation methods	Group and individual assignments, group and individual presentations and exams
Aims	A track which combines theory and practice, reflexive and pragmatic approaches, analytical and experiential postures in order to develop the necessary competences to managing humanly.
Acquired skills	(see enclosed grid, for each teaching unit)
Career opportunities	The major offers numerous opportunities for students to confront to real-work situations as well as to professionals and business cases. Through the courses offered, the major also introduce students to the challenge and conditions of managing humanly.

## Major in European Business LLN

---

Content	<p>6 mandatory courses:</p> <ul style="list-style-type: none"><li>➤ <i>European Corporate Governance (Q1)</i></li><li>➤ <i>European Economic Policy (Q1)</i></li><li>➤ <i>European Public Affairs (Q1)</i></li><li>➤ <i>Corporate Strategy in Europe (Q2)</i></li><li>➤ <i>Management of European Companies (Business Cases) (Q2)</i></li><li>➤ <i>Industrial Relations in Europe</i></li></ul>
---------	---



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

LLN

Content	6 mandatory courses: <ul style="list-style-type: none"> <li>➤ <i>Entrepreneurial Finance (Q1)</i></li> <li>➤ <i>IAS/IFRS (Q1)</i></li> <li>➤ <i>International Financial Management (Q1)</i></li> <li>➤ <i>Risk Management of Financial Institutions (Q2)</i></li> <li>➤ <i>Advanced Corporate Finance (Q2)</i></li> <li>➤ <i>Project Evaluation (Q2)</i></li> </ul>
Language	English
Prerequisites	Lectures, presentations, case studies, discussions
Teaching methods	Final exam plus extra activities, such as team projects and workshops
Evaluation methods	The objective of this major is to expose the global environment in which corporates have to evolve. Specific attention will be paid to the analysis of the international accountancy rules and regulatory framework which becomes of primary importance for firms. Indeed, regulation has a key impact on firms strategies in terms of management. The students will also learn how firms are organized and operate in practice. They will also understand how firms can adjust their financial & funding strategies as well as their capital structure to their environment. Finally, the specific risks faced by financial institutions will be reviewed and the procedures to mitigate them will be analyzed.
Aims	Read, understand and act according to financial information, acquire skills in terms of financial data acquisition and analysis
Acquired skills	Financial managers, banking, financial analysts
Career opportunities	Lectures, presentations, case studies, discussions

## Major in Marketing Strategy for Connected Brands

LLN

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.

6 mandatory courses:

- *Marketing Research (Q1)*
- *International Marketing (Q1)*
- *New Business Models and E-commerce (Q1)*
- *Brand Management (Q2)*
- *Big Data/Data Mining Applied to Marketing (Q2)*
- *On-line and Off-line Communication Strategies (Q2)*

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 <ul style="list-style-type: none"><li>- knowledge and reasoning using multiple digital data</li><li>- scientific and systematic approach</li><li>- Project management skills</li><li>- Communication and interpersonal skills.</li></ul>
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

LLN

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.
---------	--

6 mandatory courses:

- *Attitudes et comportement du consommateur (Q1)*
- *Etudes de marché (Q1)*
- *Managing Brand Equity (Q1)*
- *Customer Relationship Marketing (CRM) (Q2)*
- *Ethical and Sustainable Consumption (Q2)*
- *Méthodes qualitatives et expérimentales d'analyse du consommateur (Q2)*

Language	English/French
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

LLN

Content	<p>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 be 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.</p> <p>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.</p> <p>6 mandatory courses:</p> <ul style="list-style-type: none"> <li>➤ <i>Business Ethics and Compliance Management (Q1)</i></li> <li>➤ <i>Sustainable Management and Value Chains (Q1)</i></li> <li>➤ <i>Finance and Responsible Investment Practices (Q1)</i></li> <li>➤ <i>Sustainable Human Resource Management and Leadership (Q2)</i></li> <li>➤ <i>Corporate Sustainability Reporting and Marketing Strategy (Q2)</i></li> <li>➤ <i>Social and Sustainable Entrepreneurship (Q2)</i></li> </ul>
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.

**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 works 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.



Content	<ul style="list-style-type: none"> <li>• 3 cours obligatoires en français (suivis au sein d'un groupe d'étudiants issus de 8 facultés différentes) :             <ul style="list-style-type: none"> <li>➢ <i>Théories de l'entrepreneuriat (Q1)</i></li> <li>➢ <i>Aspects juridiques, économiques et managériaux de la création d'entreprise (Q1)</i></li> <li>➢ <i>Séminaire d'approfondissement en entrepreneuriat (Q2)</i></li> </ul> </li> <li>• 1 cours optionnel en anglais pour les étudiants LSM parmi :             <ul style="list-style-type: none"> <li>➢ <i>Regenerative Economy (Q1)</i></li> <li>➢ <i>Entrepreneurial Finance (Q1)</i></li> </ul> </li> <li>• 1 cours optionnel en anglais pour les étudiants LSM parmi :             <ul style="list-style-type: none"> <li>➢ <i>International Entrepreneurship (Q2)</i></li> <li>➢ <i>Strategic Management of Start-ups (Q2)</i></li> <li>➢ <i>Social and Sustainable Entrepreneurship (Q2)</i></li> <li>➢ <i>IngénieuxSud (Q2)</i></li> </ul> </li> <li>• <i>Plan d'affaires et étapes-clefs de la création d'entreprise</i> (cours en bloc annuel 2) : étapes clés de la création d'entreprise (suivi spécifique du mémoire CPME en création d'entreprise)</li> <li>• 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.</li> </ul>
Languages	<p>Français pour les cours en auditoire interdisciplinaire. Anglais pour les 3 cours complémentaires.</p>
Prerequisites	<p>Avoir posé sa candidature pour la formation CPME (<a href="http://www.uclouvain.be/cpme">www.uclouvain.be/cpme</a>) (avant la rentrée du bloc annuel 1 de master 120) et avoir été sélectionné (fin septembre du bloc annuel 1 de master120)</p>
Teaching methods	<p>Pédagogies actives, participatives, reliées au terrain, en équipes interdisciplinaires.</p> <ul style="list-style-type: none"> <li>- Etudes de cas</li> <li>- Analyses de terrain</li> <li>- Lectures - Conférences – débats</li> <li>- Projet entrepreneurial interdisciplinaires (voire international)</li> <li>- Participation à des concours &amp; Mentorat</li> <li>- Mémoire projet de création d'entreprise</li> </ul>
Evaluation methods	<p>Evaluation continue hors session pour la majorité des cours.</p> <ul style="list-style-type: none"> <li>• Présence et participation aux cours obligatoire et notée.</li> <li>• Nombreux travaux écrits et présentations orales en équipes.</li> </ul>
Aims	<p>Outils 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.</p>
Acquired skills	<p>Au terme des deux années de cours et travaux dans le cadre de la majeure CPME, l'étudiant-e</p> <ul style="list-style-type: none"> <li>• Aura acquis les connaissances et les compétences nécessaires à la réalisation d'un plan d'affaires ;</li> <li>• Sera capable d'agir en acteur socialement responsable ;</li> <li>• Sera capable de gérer un projet en équipe ;</li> <li>• Sera capable de présenter un projet entrepreneurial et de convaincre des partenaires potentiels ;</li> <li>• Se sera construit un réseau professionnel et entrepreneurial ;</li> <li>• Aura développé ses aptitudes entrepreneuriales : créativité, flexibilité - gestion de l'insécurité, du temps et des ressources – réseautage – communication</li> </ul>

	<p>professionnelle, argumentation fondée et force de conviction – gestion du travail en équipe – anticipation – rigueur – force de travail – proactivité, etc.</p> <ul style="list-style-type: none"> <li>• Sera capable de détecter de nouvelles opportunités ;</li> <li>• Sera capable de planifier la stratégie d’une nouvelle entreprise ;</li> <li>• Sera capable de prendre en compte l’environnement dans lequel évolue une entreprise et modifier la stratégie de celle-ci au besoin ;</li> <li>• Sera capable de....</li> </ul>
Career opportunities	<p>Entrepreneuriat &amp; Intrapreneuriat</p> <ul style="list-style-type: none"> <li>- Création ou reprise d’entreprise</li> <li>- Développement de projets entrepreneuriaux au sein d’une entreprise existante</li> <li>- Internationalisation d’une PME</li> <li>- Consultance/Services aux entrepreneurs</li> <li>- Audit de PME</li> </ul>

## Major in International Business ‘IB’

LLN

Content	<p>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.</p> <p>6 mandatory courses:</p> <ul style="list-style-type: none"> <li>➤ <i>Entrepreneurial Finance (Q1)</i></li> <li>➤ <i>International Finance Management (Q1)</i></li> <li>➤ <i>International Marketing Management (Q1)</i></li> <li>➤ <i>Industrial Relations in Europe (Q2)</i></li> <li>➤ <i>Cross Cultural Competences and Management (Q2)</i></li> <li>➤ <i>International Business (Q2)</i></li> </ul>
Language	English
Prerequisites	Bachelor in management
Teaching methods	-
Evaluation methods	-
Aims	Develop a broad knowledge base about international management and business
Acquired skills	<ul style="list-style-type: none"> <li>• Work effectively in an international and multicultural environment</li> <li>• Personal and professional development (self-motivation, self-awareness, self-control, ability to manage one’s work independently)</li> </ul>
Career opportunities	Former IB students now work in companies such as Accenture, AB-Inbev, L’Oréal, Deloitte, Unilever, Total, but also in many SMEs or NGOs in Asia, Europe or Latin America

## Major in Financial Management

MONS

Content	<p>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.</p> <p>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</p>
---------	---



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.

6 cours obligatoires :

- *Derivative Securities (Q1)*
- *Equity Valuation (Q1)*
- *Fixed Income Analysis (Q1)*
- *Portfolio Management (Q2)*
- *Risk Management and Financial Institutions (Q2)*
- *Behavioural Finance (Q2)*

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

MONS

Contenu

La majeure est composée de trois modules intégrés, chacun d'entre eux nécessitant les acquis des modules précédents et répartis sur 3 quadrimestres. Le quatrième quadrimestre 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.

6 cours obligatoires :

- *Contrôle interne et gestion des risques (Q1)*
- *Règles d'évaluation (Q1)*
- *Droit comptable (Q1)*
- *IAS et IFRS (Q2)*
- *Normes comptables internationales de consolidation (Q2)*
- *Droit des sociétés approfondi et gouvernance d'entreprise (Q2)*

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, <i>serious game</i> , projets intégrateurs
Méthodes d'évaluation	Examen écrit/oral (à livre ouvert/fermé) ; QCM ; Présentation orale ; Rapport écrit; Travaux de groupe/individuel ; Essai individuel.
Objectifs	Permettre aux étudiants suivant entièrement la majeure d'obtenir une dispense complète aux examens d'entrée de l'Institut des Réviseurs d'Entreprises (IRE Belgique et Luxembourg) et une dispense partielle à l'Institut des Experts-Comptables et des conseils fiscaux (dispense totale pour l'expertise comptable et une dispense partielle pour l'expertise fiscale).
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	<ul style="list-style-type: none"> <li>• Réviseur d'entreprises</li> <li>• Expert-comptable et conseil fiscal</li> <li>• Audit interne</li> <li>• Contrôle de gestion</li> <li>• Consolidation</li> <li>• Fonctions administratives et financières</li> <li>• ...</li> </ul>

## Major in Décisions marketing tactiques et digitales

MONS

Content	<p>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.</p> <p>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.</p> <p>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.</p> <p>Several course of this major are built on the basis of partnerships</p> <ul style="list-style-type: none"> <li>• with an international company active in the B2B chemical sector and</li> <li>• with companies involved in the IPM-Digital Marketing chair.</li> </ul> <p>6 mandatory courses:</p> <ul style="list-style-type: none"> <li>➤ <i>Distribution (Q1)</i></li> <li>➤ <i>Price Management (Q1)</i></li> <li>➤ <i>Product and Innovation (Q1)</i></li> <li>➤ <i>E-comportement du consommateur (Q2)</i></li> <li>➤ <i>Tendances en Digital Marketing (Q2)</i></li> <li>➤ <i>Méthodes et modèles en marketing (Q2)</i></li> </ul>
---------	--

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	<p>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.</p> <p>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.</p> <p>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.</p>
Acquired skills	<p>In this track the students will develop the following skills :</p> <ul style="list-style-type: none"> <li>- Knowledge and reasoning</li> <li>- Scientific and systematic approach</li> <li>- Capacity to work effectively in an international and multicultural environment</li> <li>- Project management skills</li> <li>- Communication and interpersonal skills</li> </ul>
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.

