



LSM OPEN DAY

INFOS MASTERS 17/02/20

Déballage / Unboxing @ Louvain-la-Neuve
Place des Doyens 1, 12:00 - 16:30

Welcome!



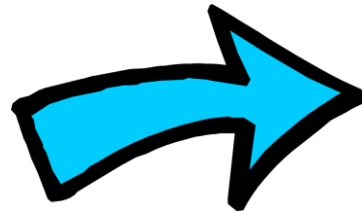
Benoît Gailly
Professor and Jury's President

A new learning experience

So far



Teacher
transfers
content
to students

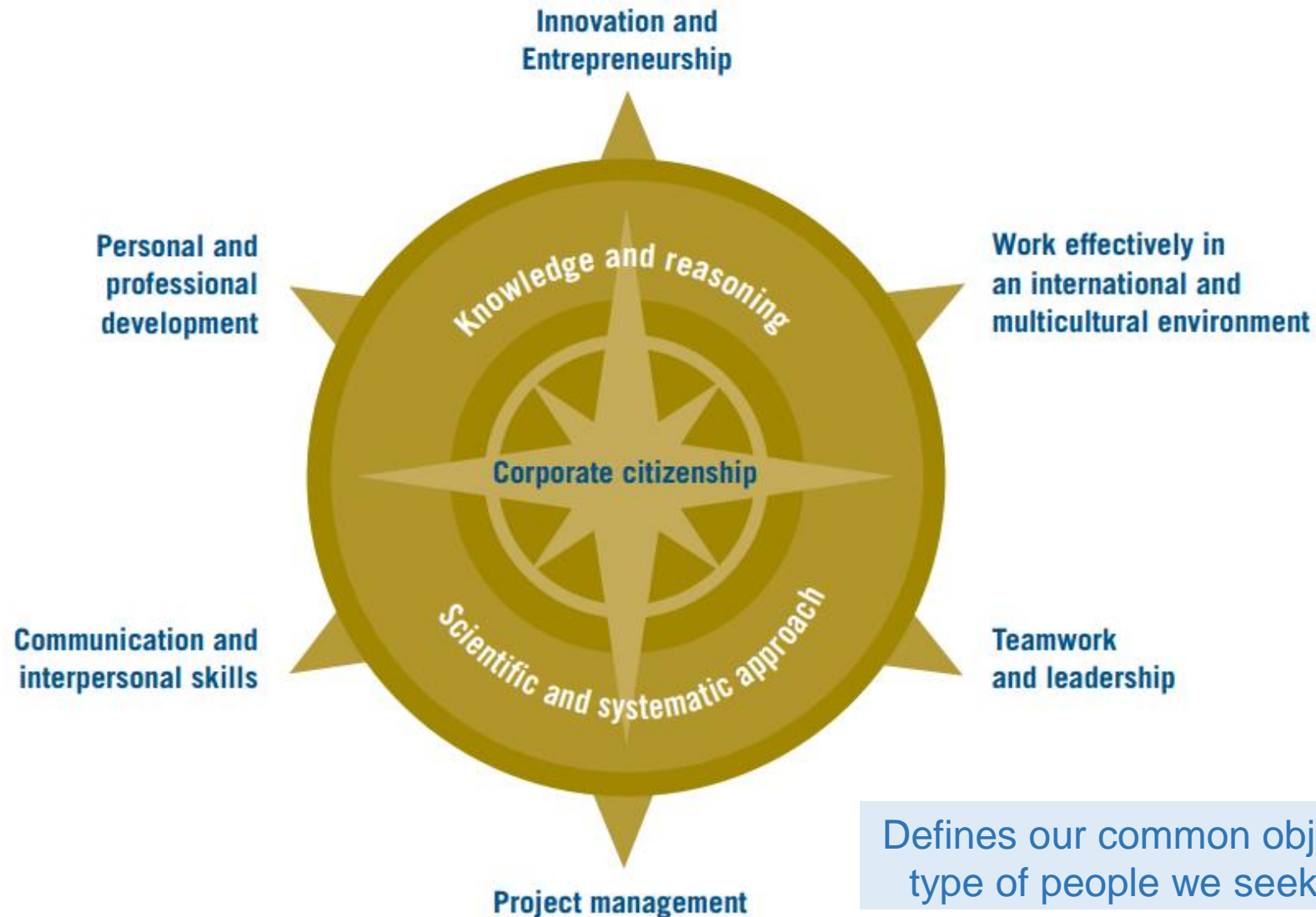


From now on



Teacher Facilitator (coach)
transfers co-creates
content competencies
to with students learners

Which competencies?



Defines our common objective in terms of the type of people we seek to be and develop.

Structure

Annual Bloc 1 – Structure

YEAR 1 ('Annual Bloc 1')			
Fall term (Q1)		Spring term (Q2)	
Part 1	Part 2	Part 1	Part 2
CORE COURSES Professional focus or research focus (only in first)	YOUR MAJOR (1st 3 courses)	CORE COURSES Professional focus or research focus (only in first)	YOUR MAJOR (Last 3 courses)
14 ects	15 ects	13 ects	15 ects
SEMINAR ON CURRENT MANAGERIAL ISSUES (3 ects) SEMINAR ON RELATIONAL AND MANAGERIAL COMPETENCES (3 ects)			

Each part = 6 weeks

On average, you will have
3 x 5h of 'courses'/week

Research
Track

Annual Bloc 2 – Structure



YEAR 2 ('Annual Bloc 2')			
Fall term (Q3)		Spring term (Q4)	
Part 1	Part 2	Part 1	Part 2
<div>EXCHANGE PROGRAM</div> <div>OR 1 CORE COURSE 1 ELECTIVE 1 LANGUAGE COURSE</div>		<div>INTERNSHIP</div> <div>(≥ 60 WORKING DAYS)</div>	
15 ects		10 ects	
MASTER THESIS (18 ECTS) + MASTER THESIS SEMINAR (2 ECTS) (COMPULSORY TO FOLLOW THE SEMINAR FROM YEAR 1)			



Assessment methods

➤ Continuous assessment

- Emphasis on individual and group assignments
- For some parts, marks are given once and for all (no second chance)

➤ Exams (if any)

- Organized soon after the courses

➤ Methods differ across courses

- Details given at first class



→ CONTINUOUS WORK!



Core courses

Core courses – Year 1 (30 ects)

➤ **Specific to Master in Management (MMS)**

- Advanced Strategic Marketing (Fall, 5 ects)
- Corporate Finance (Fall, 5 ects)
- Management Accounting (Spring, 5 ects)
- Advanced Human Resource and Organisation Management (Spring, 5 ects)

➤ **Specific to Master in Business Engineering (MBE)**

- Technological and Quantitative Project (Fall, 10 ects)
- Performance Management (Spring, 5 ects)
- Data Analytics Applied in Business (Spring, 5 ects)

➤ **Common to the two masters**

- Corporate Social Responsibility (Fall, 4 ects, EN or NL)
- Seminar on Relational and Managerial Competences (Spring, 3 ects, FR or EN)
- Seminar on Current Managerial Issues (All year, 3 ects)



Research focus ('Finalité approfondie')

➤ Objectives

- Master fundamental, in-depth and critical knowledge of management theories;
- Be able to apply relevant theory when confronted with a concrete management problem;
- Master different research methodologies and methods, in order to collect, analyze and report data in a rigorous scientific way.

➤ Benefits

- Supervision by international faculty members involved in high-level academic research in management,
- Open to a limited number of students

➤ Target

- Students willing to pursue a **research career** in academia or in consultancy



Go on our « Student's Office » booth for more information

Majors

Majors on LLN site

➤ **MMS majors**

- Corporate Finance
- Consumer Insights
- European Business
- Human Management

➤ **MBE majors**

- Innovation Management
- Supply Chain Management
- Financial Engineering

➤ **Common majors** (open to both masters)

- **Philippe de Woot Corporate Sustainable Management**
- International Finance
- **Marketing Strategy for Connected Brands**

➤ **Premium majors** (with selection, open to both masters)

- CEMS
- International Business (IB)
- CPME (Interdisciplinary Program in Entrepreneurship)



Majors on Mons site



➤ **MMS majors**

- Révisorat et expertise comptable

- Extend your choices!
- Pedagogy even more active
- All courses organized on two days
- Travel expenses are reimbursed
- Travel arrangements are proposed

➤ **MBE majors**

- Business Analytics
- Transportation Management and Supply Chain
- Business Analytics and Digital Marketing
- « I carré »

➤ **Common majors** (open to both masters)

- Décisions marketing tactiques et digitales
- Financial Management



Finance

Specificities to Finance options/majors

**Corporate
Finance (GEST)**

**International Finance
(INGE + GEST)**

**Financial
Engineering (INGE)**



**Financial Management
(+CFA track) (GEST)**

**Révisorat & exp. comptable
(GEST)**

2 days/week for 2x6 weeks



Careers: perspectives

Corporate Finance

Treasuries,
International firms

International Finance

Insurance, Banking
and financial
institutions

Financial Engineering

Asset managers,
banks, specialized
consultance firms,
fintech

Révisorat & expertise comptable

PME, national &
international firms,
audit

Financial Management (+CFA track)

Banks, hedge funds
financial institutions

Marketing

Marketing at LLN



Consumer Insights (Major, Q1&2, 2 days/w)

LLSMS2001 – Consumer behavior
LLSMS2021 – Managing brand equity
LLSMS2024 – Marketing studies

Consumer Insights (Minor, Q3)

LLSMS2005 – Neuromarketing & VR marketing
LLSMS2022 – Cust. Relationship Management (CRM)
LLSMS2023 – Ethical & Sustainable consumption

Marketing Strategy for Connected Brands (Major, Q1&2 , 3 days/w)

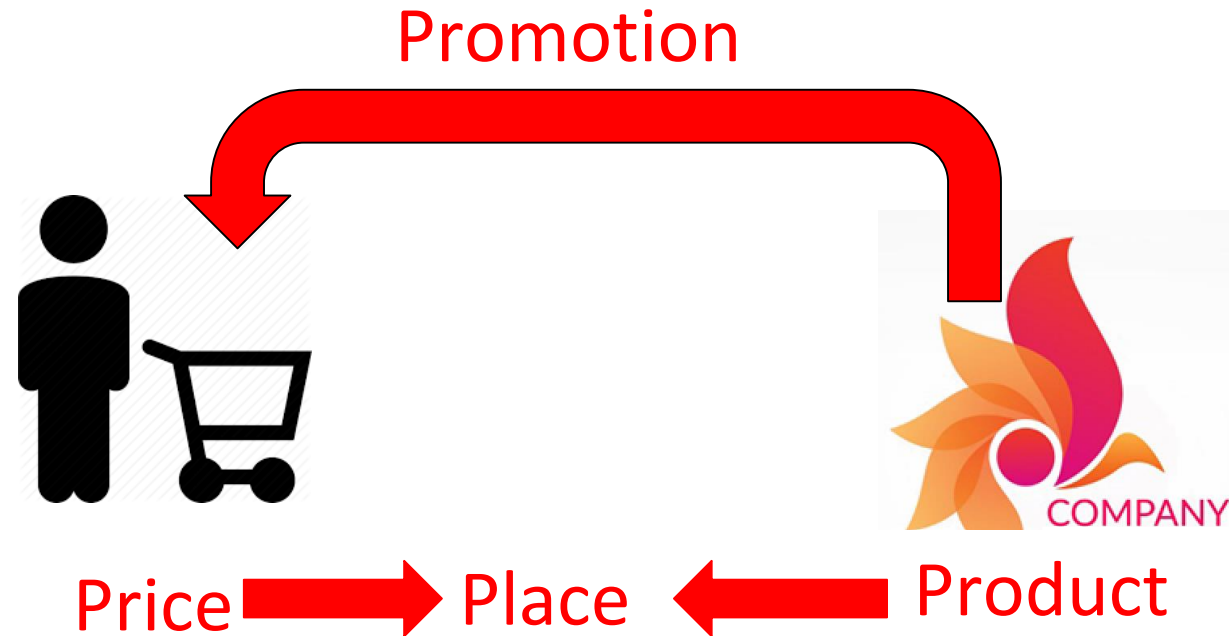
LLSMS2000 – Marketing research
LLSMS2002 – International marketing
LLSMS2007 – New models & e-commerce

Marketing Strategy for
Connected Brands (Minor, Q3)

LLSMS2003 – Brand management
LLSMS2004 – Big data/data mining applied to marketing
LLSMS2006 – On-line and off-line communication strategies



Marketing at Mons



Digital and Tactical Decisions (Major, Q1&2 , 2 days/w)

MLSM2131 – Distribution
MLSM2132 – Price management
MLSM2133 - Product & innovation

MLSM2134 - E-Cpt du consommateur
MLSM2136 - Tendances en digital mark.
MLSM2135 – Méthodes & modèles en mark.

Marketing Communication (Minor, Q3 , 2 days/w)

MCOMU2020 - Communication mark.
MCOMU2203 – Processus de création publicitaire
MCOMU2204 – Méthode de la communication mark.



Career perspectives

➤ **There is an important demand for marketing jobs**

- Brand managers
- Marketing consultants
- Digital marketing manager
- Market research analyst
- Community managers
- Marketing data analyst
- Advertising account manager
- Consumer insights manager
- Data scientist...



Operations and Information Systems

4 OIS Majors

- Supply Chain Management (**Site Louvain-la-Neuve**)
- Transportation Management (**Site Mons**)
Supply Chain Management (**Site Louvain-la-Neuve**)
- Business Analytics (**Site Mons**)
- Business Analytics and Digital Marketing (**Site Mons**)

2 options in Q3P2

- Sourcing and Procurement (**Site Louvain-la-Neuve**)
- Transportation Management (**Site Mons**)



Career perspectives

➤ Supply Chain Management

- various supply chain management functions (planning, customer support, operations management, transport, sourcing) for multinational companies, consultant, logistic companies, distribution companies

➤ Transportation and Supply Chain Management

- in distribution centers, transportation companies, factories, purchasing or planning departments, international export companies, etc.

➤ Business Analytics

- data processing is a key element of any corporate strategy
- able to move into any job involving data, and therefore also into many areas of activity

➤ Business Analytics and Digital Marketing

- marketing management, product management, price management, distribution management, marketing analyst, digital marketing, general management and consulting for companies, large or small, mainly focused on the national market or open to the international market

Strategy and Organization

Entrepreneurship

GEST & Business Engineer

Selection process

Managing Humanely and Intervening in Organisations

GEST Only

Innovation Management

Business Engineer only

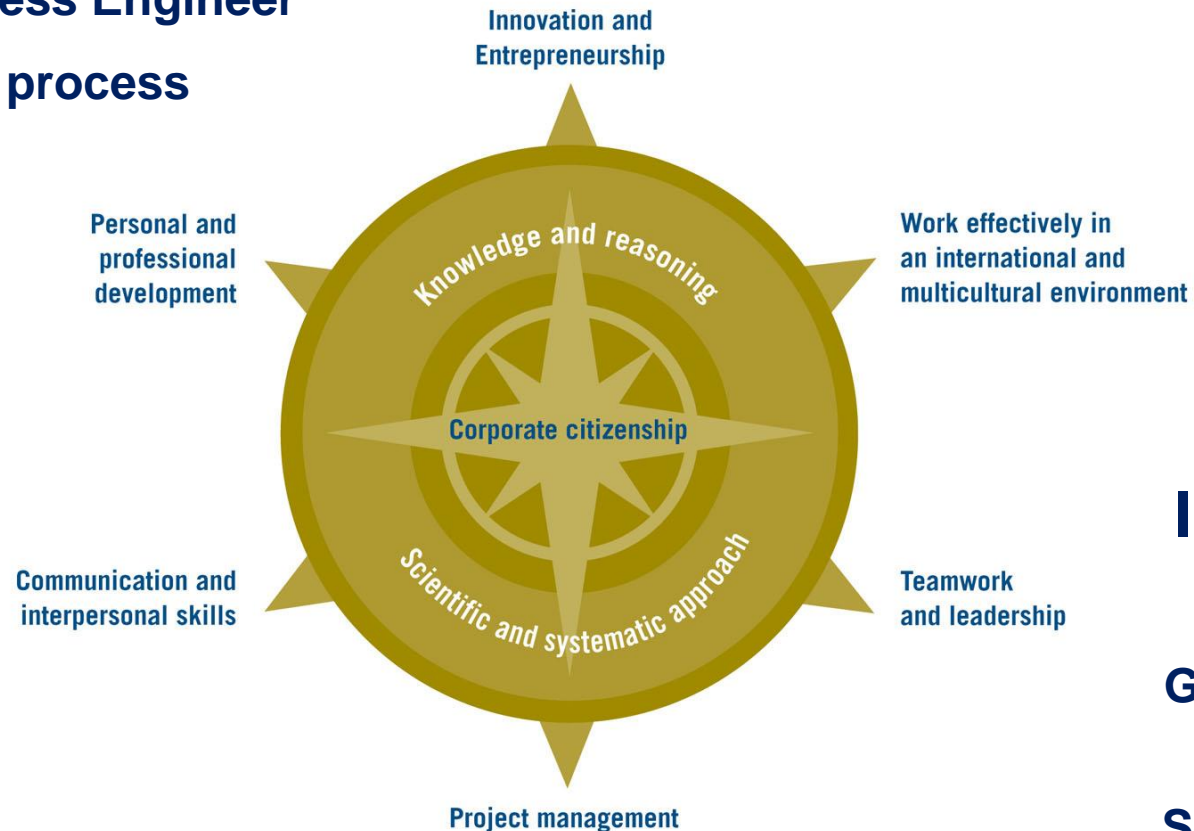
European Business

GEST Only

International Business

GEST & Business
Engineer

Selection process



Interdisciplinary Program in Entrepreneurship (CPME)

- CPME is a major in Entrepreneurship
- A set of dedicated elective courses are integrated into master degrees from 9 faculties : AGRO - DRT - EPL - ESPO - FIAL - FSM - LSM - PSP – SC
- The master thesis project
 - revolves around creating a new business
 - students are brought together in cross-disciplinary teams
 - replaces the LSM master thesis



Interdisciplinary Program in Entrepreneurship (CPME)

- Meetings with entrepreneurs and field experts
- Case studies, projects, presentations, individual work and in cross-disciplinary teams
- Participation in extra-academic events (challenges, competitions, etc.)
- Around 35 students are admitted each year: application must be sent before September 7, 2020
- More information: visit the CPME booth



Career perspectives

➤ **Managing Humanely and Intervening in Organisations**

- many opportunities to experience real work situations as well as professionals and business cases
- the major introduces students to the challenge and conditions of human management

➤ **Innovation management**

- executive positions in innovative firms
- corporate entrepreneurship, new business development and corporate venturing roles
- innovation policy responsibilities

➤ **European Business**

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

➤ **International Business**

- Former IB students now work in companies such as Accenture, ABInbev, L'Oréal, Deloitte, Unilever, Total, but also in many SMEs or NGOs in Asia, Europe or Latin America

➤ **CPME**

- Starting or taking over a business
- Development of projects within existing companies

Corporate Sustainable Management

MAIN OBJECTIVES

- To develop **competent and responsible leaders** with a **transversal view** of the different management fields
- To 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 programs



Career perspectives

- In public and private companies
- In small and larger companies
- In all fields of management
- In addition, jobs related to corporate sustainable management, ethics and compliance:
 - Ethics and compliance officers
 - CSR and sustainability managers
 - Risk managers, auditors, management consultants
 - CEOs, board members, directors,
 - Regulators, public officers...



ICHEC options

Développement et Gestion Nord-Sud (ICHEC) - 15 crédits

- **LPEDV2210** - Gestion de projets Nord-Sud
- **LPEDV2220** - Spécificités de la gestion dans les pays du Sud
- **LPEDV2230** - Economie et politiques de développement



Fiscalité (ICHEC) - 15 crédits

- **LFISC2210** - Fiscalité des fusions et acquisitions
- **LFISC2220** - Impôt des sociétés et pratique de la déclaration
- **LFISC2230** - Introduction à la fiscalité internationale et européenne



IELTS
INTERNATIONAL
ENGLISH LANGUAGE
TESTING SYSTEM

What is IELTS ?

- The world's most popular English language test for higher education
- More than 3 million tests in 140 countries
- More than 10,000 institutions
- **Academic version**



Test format





IELTS test organised each year in
November & May at the UCLouvain



9th May 2020



BAC3/Master students on an **Erasmus
exchange period**



Level required by foreign universities : **B2/C1
level (CEMS & Double-Degree: C1)**



Fees: €239



**Course: “LANGL 1900 - IELTS
Coaching”**



**Enrolment key coaching
sessions: “IELTS2020”**



**Enrolment key Free student:
“untutored”**



**Deadline: Wednesday 19/02 at 5
PM**

Useful links

IELTS and ILV

<https://uclouvain.be/fr/etudier/ilv/ielts.html>

IELTS

<https://www.ielts.org/>

Test dates in Brussels

<https://www.britishcouncil.be/exam/ielts/dates-fees-locations>

Exchange & specific programmes

Outgoing exchange

➤ What

- A full semester in a partner university
 - About 140 destinations
 - A life-changing experience
 - Highly valued by employers
-
- **Go on our « Student's Office » booth for more information**



Programmes with selection

- **‘Premium tracks’: CEMS, IB**
 - Dedicated majors
 - Small adaptation of the regular programme
 - **Go on our International booth for more information**
- **Double degrees**
 - One year here, one year there
 - Two degrees at the end
 - Enhanced specialization
 - **Go on our International booth for more information**



Alumnus' testimonial

Thibault Gillis

Questions about majors & options?

**NO
COMMENT**



**Our professors,
assistants, Alumni,
students &
administrative
colleagues
are waiting for you!**



www.lsm.be

GET INSPIRED BY A MOVIE OR A SERIE

