

## Master in Management

*Become tomorrow's sustainable manager*

Are you attracted to a career in **Market finance, Accounting, Financial, Audit and legal techniques** ?  
The **creation of companies** that generate **social and environmental added value** ?  
A strategic position linked to **HR Management** and the **organization of work** ?

Our **MSc in Management (120 ECTS – 2 years)** is made for you.

The objective of our Master in Management is to **train leaders capable of making creative, ethical and efficient decisions** in an international and complex world, efficient in **team-working**, adept of **effective communication** and eager to learn.



Detailed information about our Master specializations can be found here :  
<http://www.hec.ulg.ac.be/en/download-folders>

Direct link to study programs :  
<http://progcours.ulg.ac.be>  
Email : [joinhec@ulg.ac.be](mailto:joinhec@ulg.ac.be)

## 5 specializations fully taught in English:

### Banking and Asset Management

The specialization in Banking and Asset Management offers a wide-ranging yet in-depth program, organized around the major areas of **financial organization and market management**. It aims to provide students with **thorough knowledge of the key principles of financial markets** as well as of the most **innovative and sophisticated calculus and optimization procedures** needed to master the financial instruments traded on markets. This orientation targets students interested in a wide range of positions in financial markets as well as other job opportunities while enrolling in a **program providing fast access to the professional world**.

### Financial Analysis and Audit

This specialization trains future executive, business and organization CEOs specializing in occupations related **to corporate internal as well as external control**. It also prepares graduates opting for quantitative occupations (auditor, chartered accountant, tax accounting). These experts have a command of **accounting, financial, auditing and legal techniques needed for managing the day-to-day risks of organizations** and enabling them to measure the importance of such risks against these organizations' competitive, strategic and economic context.

### Social Enterprise Management

The "Social Enterprise Management" (SEM) specialization offers students the possibility to acquire the core skills of a Master in

Management, while placing emphasis on the development of skills necessary to manage organizations and projects that **integrate social, ethical and environmental aspects at the very heart of their economic activity**.

### Marketing and Strategic Intelligence

This specialization allows students to **strategically operate in a global and complex competition**. This is a unique and demanding Master for students who want to **transform new trends into business opportunities...** Students will be able to **collect, analyze and summarize data** to assist the decision-making process, create and maintain a competitive advantage, **develop (e)-marketing, (e)-business strategies** and global strategies for products/services, communicate with and influence crucial stakeholders, stimulate, develop and protect innovations.

### Digital Marketing and Sales Management

DMSM entails **leveraging upon digital media channels**, such as blogs, forums or social media networks for supporting traditional marketing and sales activities.

The aim of the specialization is to provide **world-class specialist training and education** in digital marketing and sales management to fulfill the strong demand in digitally proficient marketers and sales executives in local and global markets. Candidates will be able to apply and supplement theoretical knowledge acquired via courses to real-life problems in the forms of **consultancy projects and final year projects**, in close collaboration with corporate partners.

**In the course of their training, students will have to do an internship, draw up an internship report and do a final thesis on the same topic.**

