

# Master in Management

AT HEC MANAGEMENT SCHOOL - UNIVERSITY OF LIEGE





# The Spirit of *management*

## Key success factors

- A strong partnership with the corporate world
- A unique autonomous governance within a large renowned University
- The HEC network, including alumni, sponsors, partners, etc.
- A full-range education program, from bachelor to executive education
- An influential academic research
- An international reach, inside its region and worldwide
- An openness towards the world because of its crossroads location at the center of Europe and its ease of access and because of its multilingual culture, its multitude of frontiers and the dynamism of its exports

*30 minutes from Maastricht and from Aachen  
1 hour from Brussels and from Köln  
2 hours from Luxemburg and Frankfurt  
2,5 hours from Paris  
3 hours from London.*

## Our Strategic Objectives

- To strive for academic excellence;
  - To foster international relations;
  - To ensure the relevance of programmes and activities to a managerial career.
- HEC Liège provides undergraduate and postgraduate training programs and conducts research activities, while promoting those human values, behaviors and attitudes that are essential for managers.

## Our Strategic Identity

Teaching and research are organized around **6 peaks of excellence**, which ensure coherence and expertise:

- Asset & Risk Management;
- Social Enterprises & the Social Economy;
- Regional Economic Development;
- Supply Chain Management & Business Analytics;
- Tax Institute;
- Human Resources Management & Organizational Change.



# Facts and Figures

## STUDENTS

Total number of students: 2,600

## EDUCATIONAL PROGRAMS

Bachelor's and Master's programs, each with a range of specializations, a Doctoral program, an **OpenBordersMBA** and a number of executive and company-specific programs

## FACULTY

65 Professors (Core Faculty), 105 Affiliate Professors and Invited Professors (Adjunct Faculty), 87 researchers (scientific staff) and 77 students enrolled in the Economic and Management Science PhD Program

## TEACHING & RESEARCH

5 departments, 11 research centers, or operating units, internationally active in various management fields  
11 academic Chairs

## ALUMNI

A strong network of 14,000 Alumni around the world, working in all the market and non-market sectors, including public and private outfits of all sizes and organizational structures

## INTERNATIONAL

More than 140 partner universities  
18 double degree agreements  
Percentage of international master students: 33%  
50 foreign nationalities represented at master level

## FACILITIES & SERVICES

*Well-equipped facilities:* several computer rooms; a wealth of bibliographical resources; a 'Trading Room' connected to real-time national and international market prices and providing financial simulations  
*Useful services:* a Careers Service to facilitate the recruitment of managers; a complete e-learning platform that promotes interaction between teachers and students and between students themselves; partnerships with companies mean that grants can be awarded to our students abroad or to visiting foreign



*Are you attracted to a career in one of the following fields? Market finance; information management and the related techniques; accounting; financial, audit and legal techniques; the creation of enterprises which generate social or environmental added value; Digital Marketing; Strategic Intelligence; Intrapreneurship & Management of Innovation Projects.*

*Our Master in Management (120 ECTS) is tailored for you.*

The objective of HEC Liège's Master in Management is to train creative, polyvalent and highly responsible managers who will be able to address the challenges of the world of tomorrow in a global context; capable of working in a team, communicating effectively and continuing to learn. The program meets the requirements of society and businesses and allows you to achieve your career goals.

The program is designed to allow for progressive personalization in the choice of learning activities.

## A general core curriculum (55 ECTS)

The program is structured around a general core curriculum, allowing each student to acquire a solid foundation of knowledge in subjects to do with management, a deep capacity for analysis and a management-orientated critical viewpoint.

In addition to the general courses, this core curriculum also comprises transversal activities: International Strategy, Digital Business, Business Ethics, Entrepreneurship & Innovation, Strategy & Sustainability – Seminar, Managerial Skills Development.

All these courses are in English.



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**A range of specializations (60 ECTS)** are directly linked with our peaks of excellence and thus benefit from the School's market-leading research, the associated international academic networks and contributions from the School's large partner companies (chairs, professorships...).

Students must take six courses (30 ECTS), produce a thesis (20 ECTS) and complete an internship in a company (10 ECTS). Both the thesis and the internship are related to the chosen field of specialization.

> **Banking & Asset Management** offers a wide but nevertheless technically strong program, organized around the major themes of the management of financial institutions, equity research, project finance and financial markets. Its aim is to help students to master the use of financial instruments traded on today's markets as well as to acquire an accurate body of knowledge of the most innovative and sophisticated computation and optimization procedures in asset management, project finance and acquisition finance.

> **Financial Analysis & Audit** trains future managers and directors of organizations who will be specialized in professions linked to both the internal and external auditing of organizations. Their mastery of the legal, regulatory, and ethical frameworks which govern the functioning of companies allows them to develop, amongst other things, internal and external audit systems allowing the management of identified risks and ensuring long-term direction.

> **Strategic & Marketing Intelligence:** nowadays, businesses operate in increasingly turbulent, information-intensive, international, and complex environments. To survive and grow, they need to create and maintain a competitive advantage. Accordingly, up-and-coming managers need to anticipate trends coming from the environment (globalization, environmental and social issues, new information technologies...), and take strategic decisions to create business opportunities.

> **Social Enterprise Management:** this specialization offers students the possibility to acquire some of the transversal skills relevant to all the areas of study within the Management Sciences Masters, whilst favoring the development of skills useful within a social enterprise. More broadly, students learn to take greater account of the social, ethical and environmental aspects at the very heart of economic activity (taught in English and in French);

> **Digital Marketing and Sales Management:** 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.

> **Intrapreneurship & Management of Innovation Projects:** this action-training program is focused on the management of a strategic project – i.e. a project with multiple components and challenges - in an enterprise on a topic (finance, information systems, human resources, marketing, supply chain, etc.) directly depending on the students' main interests. Based on an «inductive» approach using «problem-based learning» dynamics, this program includes a full year of alternation «Enterprise – University» for a better articulation between academic training and professional skills development.

> **Law:** a training allowing students to get two degrees (Law and Management) in 6 years of study, in collaboration with the Law Faculty of the University of Liege (unique in Belgium!). It lies on a specialized program developed from the 2nd cycle, accessible on selection to Economics and Management Master holders, and Management with specialized option in Law holders. In addition to the essential courses for the manager training, this program gives solid legal basis. It is a bilingual program (english and french) and will allow you to deepen your knowledge of dutch. It meets the demand of several professional sectors in search for high-level collaborators with solid legal and management competences.

**A Skills Portfolio (5 ECTS)** completes your theoretical training by adding a soft skills element. It gives you access to intensive workshops focusing on the acquisition of transversal skills.



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## Student's personal development tools

Numerous possibilities are available to help you improve your personal development:

- **A Skills Portfolio**, composed of intensive workshops using very innovative and original methods such as drama, role-playing, musical creation, sports-based workshops for example. The focus is on the acquisition of transversal skills such as negotiation, written and oral communication, team leadership, critical thinking, etc. These workshops are taught in very small groups of students. It is a unique opportunity to personalize your training and a quick and efficient way of showing evidence of these skills to recruiters!
- **A compulsory internship in a company**, in Belgium or abroad
- **5-month study trip abroad** (Europe, Australia, Asia, North and South America, Africa)
- **Junior Enterprises**, providing services to the community and consultancy work
- **Junior Companies managed by the students, in various fields:** cooperative projects and humanitarian trips, welcome and help to international students, syllabi and other stationery at low prices, etc.

## A participative teaching method and a strong international dimension

Our teaching uses numerous references to real and concrete cases, and even in-company immersion. It is centered on a task, readings, a project, simulations, or case studies, done either individually or in teams. Courses approach subjects from a resolutely international angle.

The program's Faculty has an international profile, and invites external conference speakers.

We consider the development of language skills other than the mother tongue to be essential: the program includes the obligation to learn a second foreign language (Dutch, German, Spanish, or Italian) with the aim of achieving level C1 (according to the Common European Framework of Reference for Languages) by the end of Master 2. The program also offers the possibility of studying a third language (beginner level).

## Double Degree Program

Our Business School offers you the opportunity to achieve two degrees, at the end of your two-years Master studies: a degree from HEC Liège and another from a partner university. As far as the Master in Management is concerned, the following double degree agreements have been settled:

SPECIALIZATION AT HEC LIÈGE	PARTNER INSTITUTION	DEGREE AT PARTNER INSTITUTION	LANGUAGE(S) OF TEACHING
Banking & Asset Management	Universität Hohenheim - Germany	Master in Management (M.Sc.)	German/English
	Università degli Studi di Roma «La Sapienza» - Italy	Master in Management (M.Sc.) - Intermediari, finanza internazionale e risk management	Italian/English
Financial Analysis & Audit	University of Oulu - Finland	M.Sc. In Finance	Full English
	Universität Hohenheim - Germany	Management (M.Sc.) - Financial Management	German/English
	Aix-Marseille Université - France	Master en Banques et Affaires Internationales spécialisé en « Management des risques financiers »	French/ English
Marketing & Strategic Intelligence	Universität Hohenheim - Germany	Master in Management (M.Sc.) - Marketing and Management	German/English
	Università degli Studi di Pavia - Italy	Master Programme (Laurea Magistralis) in International Management	Full English

## Young Business Actors (YBA)

YBA is a joint pilot program of AWEX and HEC Liège. The objective is to make students aware of and educate them in the challenges of business internationalization. Interested professors create a project of field trips related to a course and to companies in search of specific export markets. After a selection process, some students are invited to go on a field trip. Briefing meetings are organized before the field trip to get to know the company they will be representing. Students and professors receive a briefing from Embassies and Trade Attaches, both in Belgium and in the country they visit. On their return to Belgium, students debrief their company, explaining the opportunities that have been identified.





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## Admission requirements

The Master in Management is open to undergraduate students who have completed a full university bachelor's degree in Management (3 or 4-year Program). Other undergraduate students may also be accepted depending on their professional and/or academic profile and the Admission Jury's decision.

To apply, please submit the application form available on request: [admission.be@ulg.ac.be](mailto:admission.be@ulg.ac.be)

Your application file (including all the requested documents) should be forwarded to:

University of Liege - Admission Office, Place du XX-Août, 7-9 Bat A1, 4000 Liège - Belgium

**Deadline for non EU applicants > end April**

**Deadline for EU applicants > end August**

### INFORMATION & CONTACT

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