

Master in Management

Become tomorrow sustainable manager

Are you attracted to a career in Strategic Intelligence, Management & Protection of information, Market Research & Forecast?

- 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:

to **train leaders capable of making creative, ethical and efficient decisions** in an international and complex world.

Skills acquired:

- Efficiency in **team-working**
- **effective communication techniques and soft skills**
- Eagerness to learn

Eager to know more? :

<http://www.hec.uliege.be/en/masters>

Direct link to study programs :

<https://www.programmes.uliege.be/cocoon/20182019/en/formations/bref/G2UGES01.html>

Contact us!

Email : joinhec@uliege.be



Master in Management

Study track: International Strategic Marketing

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.

1st year courses	2 nd year courses
<ul style="list-style-type: none"> - Marketing Analytics - Consumer Intelligence & Marketing Research - Branding & Reputation Mgt - International & Belgian Taxation OR Private International Law - Management Information Systems - Managerial Skills Development OR International Strategy - Quantitative Methods in Management - Strategic Marketing - Corporate Finance - International Management - Digital Business - Change Management - Foreign Language - Master Thesis Methodology 	<ul style="list-style-type: none"> - Seminar on Sustainability and Smart Territories - Business Ethics & CSR - Skills Portfolio - Foreign language - Consumer Behavior - Digital Marketing Strategy - Choose one course among : <ul style="list-style-type: none"> o Digital Consumer Experience o e-Business and e-Commerce o International Marketing o Services Marketing & Management - Internship - Master Thesis Methodology - Final Thesis
- Total ECTS credits : 60	- Total ECTS credits : 60

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