

St. Petersburg Campus  
Birzhevaya Liniya 16  
St. Petersburg, 199034, Russia

Ghent Campus  
Reep 1  
9000 Gent, Belgium

Leuven Campus  
Vlamingenstrat 83  
3000 Leuven, Belgium

Vlerick Leuven Gent Management School

[www.vlerick.com](http://www.vlerick.com)



Ghent Campus



St. Petersburg Campus



Beijing Campus



Leuven Campus



# Highlights 2010

# Vlerick at a glance

## A top-ranked European Management School

Vlerick Leuven Gent Management School is a top-ranked European Management School with **4 campuses** and a strong footprint in Ghent and Leuven in Belgium, St. Petersburg in Russia and Beijing in China. As the autonomous Management School of Ghent University and the Katholieke Universiteit Leuven, Vlerick also has important international alliances with universities and business schools all over the world. Founded in 1953 by professor and entrepreneur André Vlerick, Vlerick has been Belgium's leading management school for over half a century.

Vlerick offers both **post-graduate degree programmes** (MBA & Masters) and **post-experience management courses** (general & specialised courses for executives) in a variety of knowledge domains. Moreover, the School offers **company-specific programmes**, connecting our expertise and insights to your particular business context and your specific needs.

## Triple international accreditation

As one of a select group of institutions, Vlerick holds all **three major international accreditations**: the American AACSB, the British AMBA and the European EQUIS quality labels. The School delivers learning journeys with impact at the highest standards of quality.

In recent years, Vlerick has been steadily climbing the **international rankings** as compiled by the Financial Times and The Economist. Today, the Financial Times ranks Vlerick among the Top 10 European Business schools.

## Combining academic research with business practicality

As an academic management school, **research** is central to Vlerick's mission. On a yearly basis we invest 6 million euro in research. Faculty members and research staff work on a variety of research initiatives, often in collaboration with our parent universities. Their findings are then published in academic journals and integrated into management cases and text books. Together with other European schools, Vlerick has also pioneered research into **corporate social responsibility**.

Vlerick's unique approach combines academic knowledge and research with hands-on business expertise – a dynamic balance that continually stimulates entrepreneurship and innovation.

## Stimulating entrepreneurship and life-long learning

Vlerick advocates **life-long learning**. Each year, the School's 180 staff members serve the needs of over 800 MBA and Masters students, 6,200 executive education participants and about 100 company-specific programmes, generating an annual turnover of 30,3 million euro.

Students, executives and entrepreneurs come to Vlerick for an academically sound education that fosters an international mindset, addresses leading-edge managerial issues and develops an entrepreneurial attitude.

Over 14,000 active alumni in more than 100 countries are proof of Vlerick's worldwide success. We are offering our Vlerick alumni a life-long learning opportunity.

# Quality leaves its mark...

## Vlerick: triple-accredited, top-ranked European business school

### All 3 major accreditations

Vlerick is one of a select group of institutions in the world to hold all 3 of the major international accreditations: the European **EQUIS**, the British **AMBA** and the American **AACSB** quality labels – signifying that Vlerick's management education and research correspond to the highest quality standards.

International accreditation is important to the School, because the distinction raises the School's recognition, reputation and visibility and, at the same time, provides a benchmark for

defining the actions that will place the School on an even higher level. The Part-time MBA programme at our St. Petersburg Campus was AMBA accredited in 2008.

The School's accreditations are attracting a fast-growing number of foreign talents, both students and faculty.



### Top-ranked

The School's rankings in the **Financial Times** and **The Economist** confirm our position as a top-level European school of management:

- FT Ranking for Executive Education Programmes (open enrolment & company-specific programmes):  
N°36 worldwide, N°18 in Europe, N°1 in the Benelux
- FT Global MBA Ranking for Full-time MBA programmes:  
N°55 worldwide, N°17 in Europe, N°1 in the Benelux
- FT Ranking for Executive MBA Programmes:  
N°61 worldwide



**Business School**  
Rankings 2010



- FT Ranking for Masters in General Management:  
N°27 in Europe
- FT Ranking for European Business Schools:  
N°13 in Europe
- Economist Intelligence Unit Ranking for Full-time MBA programmes:  
N°47 worldwide, N°10 in Europe, N°1 in the Benelux

## International Business Development

### International alliance

#### Vlerick reinforces its international character with USB

Vlerick Leuven Gent Management School and the University of Stellenbosch Business School (USB) in South Africa have reached an agreement in which the two prominent business schools will begin to collaborate more closely with each other in the areas of research, transfer of knowledge and management programmes.



### MBA Development

#### Rapidly growing Full-time MBA & Masters programmes

To meet the rapidly growing market demand for full-time programmes, the Leuven-based Full-time MBA has expanded to 2 groups of 40 to 45 students each, and the Masters in General Management has 3 groups, each counting between 50 and 60 students. The other Full-time Masters programmes – in Marketing Management and Financial Management – have considerably expanded their student bodies as well.

#### Giving something back

To maintain a balanced perspective between the roles of business, the individual, and the society and environment in which we live, the Vlerick MBA includes a project to assist an NGO in developing some aspect of its activities.

This is a major opportunity for all Vlerick MBA participants to establish a balance between traditional profit-centred activity (e.g. the in-company project) and sustainable social and environmental development.

#### BiMBA

In 2008, the School formed an MBA alliance with Peking University in Beijing (BiMBA) – 227 part-time and 44 full-time participants are currently enrolled.



### Vlerick MBA Programmes in Russia

- **St. Petersburg Campus**  
Our St. Petersburg Campus has been developing continually since its alliance with Vlerick in 2007 – 42 participants are currently enrolled in the St. Petersburg Part-time MBA programme. New investments in refurbishment of the premises are decided upon.

### NEW

- **Executive MBA in Moscow**  
In October 2011 a brand new, international and top qualitative Vlerick Executive MBA programme will be launched in Moscow.

### Executive MBA in Financial Services and Insurance (MBA-FSI)

The 7th edition of the Executive MBA-FSI programme started in October 2010 – 24 participants, from 10 different countries, are enrolled in this unique, high-level MBA programme specialising in financial services and insurance. This 2-year programme will take the group to 6 different locations on 3 continents: Ghent, Zurich, London, Montreal, New York and Beijing. With over 10 years of experience in organising this sector-focused MBA programme, this joint-venture between Vlerick Leuven Gent Management School, the University of St. Gallen (Switzerland) and HEC Montréal (Canada) is a leading Executive MBA programme tailored to high-potentials from the banking, insurance and investment industry.

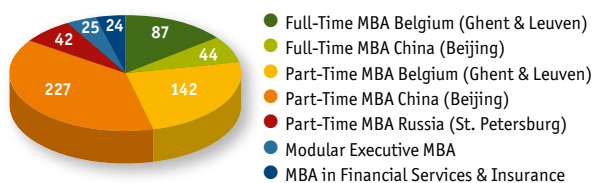
# Facts & Figures for MBA/Masters & Executive Education Programmes

## MBA & Masters Programmes

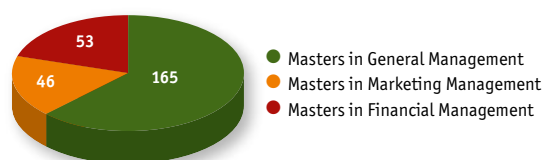
**The Master of Business Administration (MBA)** enables future managers to discover and further develop their skills with the goal of pursuing an advanced career in business and management. The MBA programme is targeted to persons who have at least 3 years of recognised work experience.

**A Vlerick Masters** is a one-year full-time academic degree programme in a certain specialty, targeted to young university graduates with little or no work experience. The Vlerick Masters programmes are specialised management courses, aiming at preparing participants for a management role.

### Distribution of number MBA Students



### Distribution of number Master Students



### 9 MBA groups & 5 Masters groups, 831 participants:

- 274 Masters & 557 MBA students
- 244 MBA students in Belgium, 42 in Russia, and 271 in China
- 59 different nationalities

More info at: [www.vlerick.com/mba](http://www.vlerick.com/mba)  
[www.vlerick.com/masters](http://www.vlerick.com/masters)



## Executive Education Programmes

Vlerick offers both **short-term and long-term executive education programmes** for experienced professionals in a variety of **knowledge domains**:

Strategy, Innovation Management, General Management, Entrepreneurship, People Management & Leadership, Human Resource Management, Operations & Supply Chain Management, ICT & Business Process Management, Governance & Ethics, Accounting & Finance, Marketing & Sales.

More info at: [www.vlerick.com/education](http://www.vlerick.com/education)

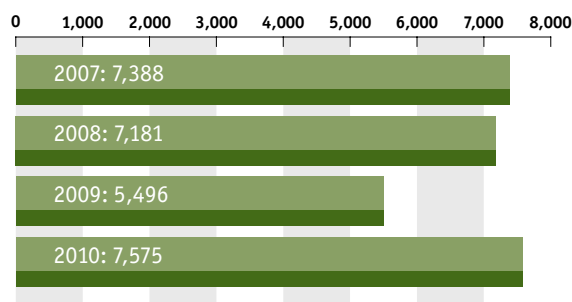
The School also offers **company-specific programmes**, partnering with you to design and deliver a learning experience tailored to your organisation's specific needs.

More info at: [www.vlerick.com/csp](http://www.vlerick.com/csp)

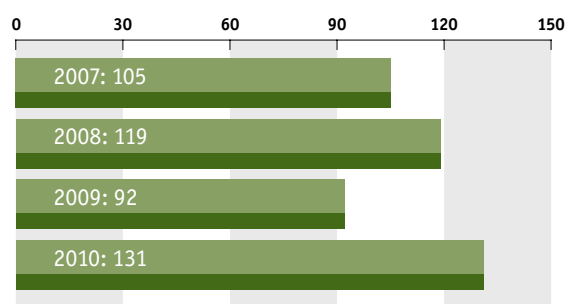
### Some facts & figures

- 7,575 executive participants and 31,829 participant days
- Long-term, open, modular programmes:
  - 7 Executive Master Classes
  - 10 General Management Programmes
- 90 specialised short-term programmes & seminars in all knowledge domains
- 2 consortium programmes
- 120 company-specific programmes in 79 companies

### Evolution number of executive participants



### Evolution number of programmes in English



# Career Services

## Career Development

The Career Services Office supports students by helping them define their career vision and by assisting them along their chosen career path so that they can realise their inner potential. Individual and group coaching are an integral part of the learning experience.

## Placement Services

Top employers come to recruit, screen and hire our graduates. Companies who wish to recruit our Master or MBA profiles can partner with our office in a number of ways: participate in our career fair(s) or MBA recruitment day, give a company presentation, browse our student CV database, or post a vacancy.

Get your personal log-in at: [apply.vlerick.com/recruitment](http://apply.vlerick.com/recruitment)



# Focus on Faculty Management & Development

The school has been growing rapidly over the past couple of years. We offer more programmes, in more locations, to more participants than we did in the past. This growth in our activities has gone hand in hand with a growth of our faculty.

The faculty members who have joined us come from a variety of cultural backgrounds, some are junior PhD graduates, others are experienced faculty members, they all have enjoyed a strong academic training, and they share an interest in the corporate world and a passion for teaching.

They have not only made the school stronger in numbers, but they have also enriched the school by adding to the diversity of our faculty.

Currently our core faculty consists of 47 faculty members. 94% of them holds a PhD degree. One third of our faculty members have an international background.

At the moment our faculty body represents 14 different nationalities: Australian, Austrian, Belgian, British, Canadian, Chinese, Dutch, French, German, Indian, Iranian, Russian, South African & Turkish.



## Corporate Partnerships

### Long-term fundraising & support

As the leading Management School in Belgium, our success rests on two pillars: our management education programmes and our academic research. We strive for quality and relevance in both of these areas, as our accreditations and rankings confirm. In order to conduct innovative academic and applied research, and to translate it to the academic sphere as case studies and teaching materials, and to the business sphere in the form of strategic insights, the school has developed a **long-term fundraising strategy**.

More than 250 companies engage in our research initiatives.

### Corporate Partnerships

We have developed concepts that enable companies to support the School while creating value for their organisation.

With our Corporate Partners, we create knowledge that adds value to both industry and the community and, at the same time, builds a unique **long-term win-win relationship** between the company and the School.

In 2010, we had the pleasure of announcing **two new Research Chairs**: with Eandis around the subject of “Resilient Supply Chains” and with BNP Paribas Fortis on “e-banking”.

There were also several **new prime foundation partnerships** with Tri-finance, Johnson Controls and Procter & Gamble, and existing partners – including Hudson, Swets, Mobius and Dexia – again renewed their long-term partnerships with Vlerick.

**Interested in knowing how you can support our school?**  
More info at: [www.vlerick.com/partners](http://www.vlerick.com/partners)



# Research

Vlerick is active in a wide range of research initiatives, often in collaboration with our parent universities.

In addition to studies that contribute to **fundamental academic knowledge**, the School also conducts research that is geared toward the practical managerial and strategic challenges of organisations in both the private and the public sectors. Our research is also used to develop insightful case studies, business games and other practical tools. Furthermore, the School collaborates in several prominent international research projects, such as the Global Competitiveness Report of the World Economic Forum and the Global Entrepreneurship Monitor.

The School focuses on developing **unique expertise** in a number of domains, including: Entrepreneurship, Innovation Management, Risk & Performance Management, Leadership Development & Coaching, CSR & Sustainable Enterprises, Financial Services, and Business Process Management.

Our research initiatives result in hundreds of **academic publications, books, cases and conference presentations**, which add to Vlerick's reputation within the academic community and among our stakeholders.

## Research in figures:

- Rise in total number of peer-reviewed international publications
- 20 new books by Vlerick authors, 6 with international academic publishers
- 5 cases added to ECCH Case Management Collection



- 4 Centres for Excellence
- Launch of **5 Interdisciplinary Research Platforms**:
  - Performance management & risk management
  - Sustainable enterprises & corporate social responsibility (CSR)
  - Leadership development and coaching
  - Entrepreneurship
  - Innovation management
- An agreement with the **University of Stellenbosch Business School (USB)** in South Africa to collaborate more closely in the areas of academic and applied research.
- Launch of Vlerick Knowledge: an online platform offering publications, articles, opinions and books by our own faculty & researchers.  
More info at: <http://knowledge.vlerick.com>

	2007	2008	2009	2010
International publications	139	144	142	194
Research reports	24	23	49	30
Books	12	11	11	20
Business cases	9	10	10	5
Conference proceedings	61	59	72	69

More info at: [www.vlerick.com/research](http://www.vlerick.com/research)

# Vlerick's Corporate Social Responsibility

Vlerick sees the need for managerial responsibility that goes beyond the standard corporate social responsibility programmes. The School recognises that this approach to management will become more critical to tomorrow's leaders.

The School has an embedded approach to managerial responsibility that involves exposure to these ideas in dedicated courses as well as in a range of other courses in the portfolio of programmes. For example, participants in the full-time MBA programme take part in **Giving Something Back projects** concerning current

issues in non-governmental organisations around the world. In recognition of its approach, in 2009 the Aspen Institute's **Beyond Grey Pinstripes ranking** placed Vlerick No. 70 in the Top 100. This global ranking evaluates the **CSR-mindedness of MBA programmes**. Vlerick is the only Belgian business school present in this ranking.

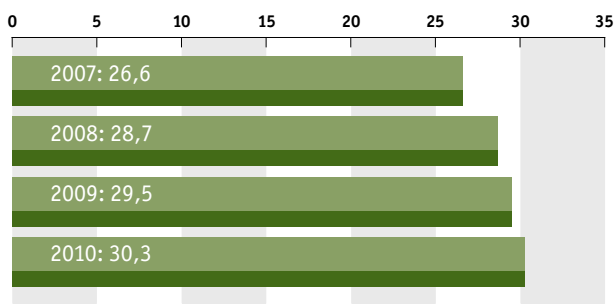
Moreover, Vlerick is a founding partner of the **European Academy of Business in Society (EABIS)** and a major partner in the largest European Commission funded research project that examines the impacts of CSR practices in Europe.

# Ten reasons why...

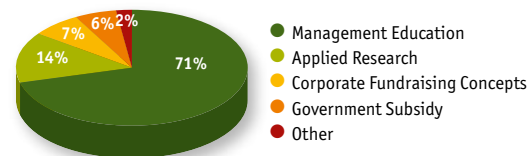
- > Top-ranked European Business School with Triple A accreditation: EQUIS, AMBA & AACSB
- > We offer you a unique learning experience and a worldwide network with impact
- > We foster an international mindset
- > Our top faculty address leading management issues
- > We develop an entrepreneurial spirit
- > We offer value for money or real return on investment
- > Our recipe: an excellent mix of academic insight and business expertise
- > We support and challenge your career progress
- > Strong connections with the corporate world and top business schools
- > 1 school, 4 campuses

# Financials in 2010

## Turnover (in Mio Euro)



## Turnover breakdown 2010



Official figures of 2010

# Vlerick Alumni



With more than 3,500 paying members, Vlerick Alumni is the official alumni organisation of Vlerick Leuven Gent Management School.

The association provides its members with a full portfolio of networking events and content debates for active professionals, on-line services and relevant commercial discounts. The alumni provide significant support to the School as well: they are present at admissions tests and MBA fairs, and they are key contacts for participants in their search for in-company projects or when entering the job market.

More info at: [www.vlerickalumni.com](http://www.vlerickalumni.com)

## Alumni distribution over different programme groups



## International Alumni Chapters

As the number of international students increases each year, a growing number of the School's 14,000 alumni live and work in over 100 countries worldwide. With the support of local alumni volunteers, the association establishes International Chapters in the countries in which a large number of Vlerick alumni reside.

Today, International Alumni Chapters are active in:

- China (Beijing, Shanghai, Singapore)
- France
- Luxembourg
- Russia
- South Africa
- Switzerland (Geneva, Zurich)
- The Netherlands
- UK
- USA

The association stays in touch with all other alumni as well through a dedicated newsletter and web-based services.