

we don't teach



we develop

www.vlerick.com

Vlerick Leuven Gent
Management School

the Autonomous Management School of
Ghent University and Katholieke Universiteit Leuven



welcome

to the Vlerick School !

Founded over 50 years ago, Vlerick Leuven Gent Management School is a unique partner, not only for the development of your business, organisation and career, but also for you as a person.

As an autonomous business school, we are close to actual practice, entrepreneurial and open to the world. We live in the market, as our customers do. At the same time, we are an academic institution, backed by two leading European Universities : the Katholieke Universiteit Leuven and Ghent University. This guarantees that we provide excellence in research as well as in our academic programmes.

The School is rapidly acquiring international status. This is evident in the growing internationalisation of participants - our current international MBA programme, for example, has attracted 40 nationalities. This is also acknowledged in the Financial Times and The Economist rankings, which consistently place us in the top 40 in the world, the top 15 in Europe, and first in Belgium. We belong to the small group of business schools that have obtained all three major international accreditations : AACSB, AMBA and EQUIS. Resolutely European, we are broadening our horizons with a campus in St. Petersburg (Russia) and an MBA partnership with Beijing University (China).

Ultimately, we strive to be a school serving the common good, in the spirit of our founder, André Vlerick, who was a remarkable educator, entrepreneur and public servant. This aim not only permeates our activities for the Flemish region, but also our wider engagement for sustainable development.

When you join Vlerick, you join a community of life-long learning. Our very active alumni network boasts some 13,500 managers in over 100 countries. Informal activities and high-quality forums will put you in continuous contact with colleagues all over the world and the School's cutting-edge knowledge.

Our faculty and staff team look forward to welcoming you to our management school ! ■



Prof Dr Philippe Haspeslagh
Dean, Vlerick Leuven Gent Management School

‘ We provide
excellence in
research as well as
in our academic
programmes. ’

we're on a mission

mission and values



>> Mission statement

Vlerick Leuven Gent Management School is an academic and international School of management that aims to make an important contribution to professionalising management and encouraging entrepreneurship. The School accomplishes this mission through rigorous and relevant scientific research and by offering a wide range of high-quality management courses with a specific European dimension. We welcome students, managers and organisations from all over the world.

>> Values

Synthesis

Vlerick Leuven Gent Management School's added value can be found in the productive interaction between scientific knowledge and practical management experience. Customers will find the School a professional partner for discussion and will be able to further develop their own ability to synthesise during meaningful dialogues with lecturers, researchers and fellow students. They can rely on the School fulfilling its role as watchdog with regard to new management theories and concepts, as well as the best practices from within the corporate world.

The School is committed to synthesising its research and training activities and to developing adapted and relevant management models. An interdisciplinary approach is essential for this.

Sense of Entrepreneurship

Vlerick Leuven Gent Management School wishes to share its belief in its specific values of sense of entrepreneurship with its clients. The community can expect the School to play an active role in encouraging a sense of entrepreneurship and innovation. The School seeks to be a central meeting place at which entrepreneurs and researchers can discuss topics of mutual interest. Internally as well, the School creates an environment that encourages innovation. With this in mind, employees are given the necessary freedom and means to develop reforming innovations, which may be the product of both individual creativity and effective team work.





Integrity and Autonomy

Vlerick Leuven Gent Management School is convinced that integrity is a fundamental value for every organisation as well as for the management of that organisation. The community can expect the School to contribute in all its activities and its relationship with all its stakeholders to the development of an ethical outlook. To ensure this, we pay particular attention to the social responsibility of managers and organisations. As a scientific institution we actively take part in, for example, the debate on corporate responsibility and corporate social responsibility. We have also incorporated this theme in our course activities. In every contact with the School you should be able to experience that we acknowledge and apply a coherent and explicit value system. Freedom of expression is of vital importance for an academic institution like ours. The School cherishes its autonomous position and approaches its environment in an objective and unbiased manner.

Respect for Diversity

The School will make maximum use of the breadth of experience offered by the diversity of its clients. For its part, the School wants to guarantee its clients an environment within the School that respects and promotes diversity. All this should increase their own ability to deal with diversity.

Customer Orientation

Students, participants, organisations and the community can rely on the School taking their wants and needs both as a basis for the development of educational programmes and when defining and carrying out research projects. Empathy for the client is the fundamental attitude of staff members within the School. ■

We have to practise what we preach : we constantly cultivate the balance between entrepreneurship and revealing academic research in our journey to become an international business School.

Patrick De Greve,
General Director



once upon a time...

- 1953 Creation of the Centre for Productivity Studies
- 1955 Start of Top Management Programme
- 1957 Start of Middle Management Programme
- 1959 Start of the Masters in General Management
- 1968 Start of the K.U.Leuven full-time International MBA Programme
- 1972 Start of the part-time MBA for executives
- 1995 First customised in-company Programme
- 1998 Start of the part-time International MBA Programme
- 1999
 - Merger of the MBA programmes of 'Vlerick School voor Management' and K.U.Leuven
 - Foundation of Vlerick Leuven Gent Management School
- 2001
 - Quantum leap in the internationalisation of the School :
 - EQUIS accreditation / AMBA reaccreditation
 - AACSB accreditation
 - Financial Times Top 50 ranking for Executive Education
 - Economist Intelligence Unit Ranking for full-time MBAThus : a **Top European Business School**
- 2005
 - Xidas Project (India)
 - Financial Times Ranking for Executive MBA
 - Economist Intelligence Unit Ranking for full-time MBA
 - AMBA accreditation for Masters in General Management
 - MBA alliance with International School of Management in St. Petersburg (Russia)
- 2006
 - AMBA and EQUIS reaccreditation
 - Financial Times Ranking for Executive Education
 - Financial Times Ranking for Executive MBA
 - Financial Times Ranking for Masters in General Management Programme
 - Economist Intelligence Unit Ranking full-time MBA Programme
 - 1 School, 3 Campuses: integration with International School of Management in St. Petersburg (Russia)
 - Social project (Managers Zonder Grenzen, New Guinea)
- 2007
 - Official Opening of the new Leuven Campus
 - Economist Intelligence Unit ranking full-time MBA
 - Financial Times Ranking for Executive Education and Executive MBA
 - Joint Executive MBA with Amsterdam Business School (Modular MBA)
 - Joint Chair Doing Business in Europe & Southern Africa
 - Kofi Annan Business School Foundation
 - Launch part-time MBA programme St. Petersburg
- 2008
 - MBA alliance with Peking University in Beijing (BiMBA)
 - First Financial Times Global MBA Ranking
 - Appointment of new Dean, Professor Philippe Haspeslagh
 - MBA-FSI (in Financial Services and Insurance) has a new partner in Canada : HEC Montréal
 - Financial Times Top 40 ranking for Executive Education
 - AMBA accreditation of part-time MBA in St. Petersburg

the future



be inspired...

... by what we offer



The IMP has given me on the one hand a refreshment and at the other hand new information, but the most important has been the total package of insights and tools that you can share with colleagues from other companies and other backgrounds. Thanks to the IMP I will be even more efficient and effective for Alpro in the future.

Thank you Alpro, thank you Vlerick, thank you dear classmates.

Filip Walraeve
International Management Programme 2007
Divisional Procurement &
Engineering Manager - Alpro



Vlerick Leuven Gent Management School is in the business of management development including management education, management research, networking and forum action.

>> Management education

Vlerick Leuven Gent Management School offers 2 main types of programmes :
degree programmes and **executive education programmes**.

Degree programmes include :

Masters programmes

The Masters are one-year, full-time programmes targeted at university graduates.

We offer 3 masters programmes :

- Masters in General Management
- Masters in Marketing Management
- Masters in Financial Management

MBA programmes

We offer our MBA programmes in different formats : part-time, full-time and modular. Moreover, the School offers an AMBA-accredited joint MBA in Financial Services and Insurance with St. Gallen and HEC Montréal.

Executive Education programmes include 2 types of programmes :

General programmes

General programmes are long-term, part-time management courses, offering a bird's eye view of management, addressing basic concepts and latest trends in a variety of management fields.

Specialised programmes

Specialised programmes are courses that are structured around a single management discipline. There are two types of specialised executive education programmes :

- Executive Master Classes / long-term programmes
- Seminars / short-term programmes

Company-Specific Programme :

Vlerick Leuven Gent Management School can also serve your company's specific needs in terms of content and implementation with a Company-Specific Programme.

Why choose Vlerick Leuven Gent Management School as your partner ?

Our strengths are :

- Design to real life application
- An outstanding faculty
- A solid network
- A proven track record in Benelux and Europe
- A programme management structure

For more details about our product portfolio, see the separate sheet at the back or consult our website : www.vlerick.com

Vlerick appealed to me because of the diversity in background and broad base of nationalities of previous MBA students. The in-company project that took place at the end of the MBA programme was one of the most valuable aspects of the course. Overall, I believe that the MBA has broadened my business knowledge. In particular, the in-company project was valuable in enhancing my experience within the aviation industry and will benefit me in taking my next career steps.

Mei Ling Tan - Singapore
full-time MBA Programme 2006



>> Research

Taught leadership requires relevant state-of-the-art research. The School benefits from the amassed knowledge of the two largest Belgian universities, Ghent University and Katholieke Universiteit Leuven, both older than the state of Belgium itself, each with a strong reputation in fundamental research. The School's close connections with the international corporate world lead to practice-based research in cooperation with numerous companies and organisations. This applied research is drawn from its faculty expertise in 5 competence centres : Accounting and Finance ; Entrepreneurship, Governance and Strategy; Marketing; Operations and Technology Management ; People and Organisation. The School is continuously building particular expertise in 3 research domains, the so-called spearheads : Corporate Social Responsibility, Doing Business in Europe and Technological Venturing.

>> Networking

The School recognises that part of the added value of a management education programme lies in the networking amongst former and current participants. The School actively encourages this networking by bringing together alumni from various companies and industries worldwide in a stimulating forum for the exchange of ideas. The Vlerick Leuven Gent Alumni network has more than 13,500 active members in over 100 countries around the world.

>> Forum action

Vlerick Leuven Gent Management School is aware that it has a responsibility to be active in the public forum. It is its mission to stimulate professional management and entrepreneurship in society by influencing the social, political, educational and economic environments that have an impact on professional management and entrepreneurship, as well as on society. ■





Corporate & individual giving

Corporate Partnerships - why support Vlerick ?

Vlerick Leuven Gent Management School as an Autonomous Integrated European Management School, has developed a strong and clear focus on working in partnerships with businesses today for building the future. Management Practice goes hand in hand with Academic Research and we must obtain support from industry to create leading research. Vlerick is the trendsetting, leading Management School in Belgium with three accreditations and a top position in European Rankings as well as a third campus in St. Petersburg (Russia) and growing international reputation shown by our International MBA programmes in Amsterdam and Peking University in China. There are many reasons to become a 'Corporate Partner' of Vlerick Leuven Gent Management School and companies who have chosen to support us benefit in a unique long term 'win-win' relationship.

>> Partnership concepts... targeting organisations and companies

Over the years, the School has developed a clear offering for companies and organisations. Here is the list of our Corporate Partnership Programmes :

1. Research for Business Partnerships
2. Campus Partnerships
3. Chairs

Benefits and services have been developed to be in line with each type of partnership concept. Reasons to step into one of the Corporate Partnership Programmes listed above can include one or more of the following services and benefits :

1. Increased visibility in the local and international marketplace
2. Overall brand & logo visibility
3. Wide exposure for your products and services
4. Face-to-face contacts with potential customers
5. Active participation and steering role in the creation of the most up-to-date research data on critical management education issues
6. Continual access to the newest developments in management education
7. A variety of network opportunities
8. Access to national & international students
9. Access to managers at every stage of their careers

>> Giving Concepts

As our mission statement says : "Vlerick Leuven Gent Management School is an academic and international school of management that aims to make an important contribution to professionalising management and encouraging entrepreneurship." The school realises this mission through rigorous and relevant scientific research and by offering a large range of high quality management courses with a specific European dimension. We welcome students, managers and organisations from all over the world but we need your support to achieve this ! Both individuals and organisations can support us by donating/giving. ■

For more information contact Mrs Maureen O'Hare
External Relations Officer, maureen.ohare@vlerick.com,
+32 16 24 88 82 or +32 476 66 76 61 or visit www.vlerick.com/partners



Danny Peeters
Goodman

'We strongly believe in combining our industry expertise with Vlerick's high-quality academic research.'



Patrick Van Deven
SAS

'Our partnership with Vlerick is in line with our commitment to the education community and to customer service.'



Karel Bos
Chairman
Bosal International NV

'The idea of the chair is to support and to develop entrepreneurship in Europe and Southern Africa.'

Other services

>> Careers Services

Careers Services (CS) facilitates the development of personal career management skills for students and also acts as a recruitment platform for global firms. CS helps students understand and develop the skills needed to take charge of their career.

Career fairs, workshops and seminars, networking events and corporate presentations host professionals from local and international firms, for a variety of industries, to provide information on career paths and opportunities. CS actively promotes students and graduates to the business community nationally and internationally, and maintains links with the major global recruiting firms and recruitment consultancies.

>> Student projects

The in-company project constitutes the important final stage in our MBA and Masters programmes. Teams of two to three enthusiastic Vlerick students will dedicate their final semester to the intensive study of a specific management problem. During the project, the company gets to capitalise on the knowledge, skills and experience our students have acquired both during their courses, as well as prior to the programme. The result is a full report with methodology, analysis and solution(s) clearly presented for rapid implementation.

>> Campus services

Vlerick Leuven Gent Management School hires out its first-class premises at both its Ghent and Leuven Campuses for meetings, training sessions and events. Facilities on offer range from meeting rooms via auditoria, the lounge and the restaurant to larger spaces for events. Most rooms are equipped with state-of-the-art audiovisual equipment. Catering facilities are available on site. Our Operations and ICT Departments help you to run your event with practical and logistical support. ■



quality leaves its mark

internationalisation strategy

>> Accreditations

Vlerick Leuven Gent Management School is the only management School in the heart of Europe to hold the three relevant international accreditations in the world of management education :

- AACSB, the North American based association for the advancement of business education
www.aacsb.edu
- EQUIS, the European Quality Improvement System
www.efmd.org
- AMBA, the British based MBA-specific organisation
www.mbaworld.com

Vlerick Leuven Gent Management School is part of a select group of top business Schools in the world to hold all three quality marks. It is participating in an alliance to promote the value of such global comprehensive accreditations.

>> Rankings

The MBA programmes and the Executive Education courses of Vlerick Leuven Gent Management School are all significantly positioned in the leading ranking publications :

- Economist Intelligence Unit Ranking for full-time MBA programmes :
Top 30 worldwide, N°1 in the Benelux
- Financial Times Ranking for Executive (part-time) MBA programmes :
Top 80 worldwide
- Financial Times Ranking of Executive Education Programmes
(both open enrolment and customised) : Top 40 worldwide, N°1 in the Benelux
- Financial Times Ranking for Masters in General Management :
Top 20 worldwide
- Financial Times Ranking for European Business Schools : Top 20 worldwide

The School and its programmes are consistently ranked as the N°1 institution in Belgium and Benelux.

>> Alliances, joint activities and exchange programmes with other business Schools

Vlerick Leuven Gent Management School has links with more than 40 international business Schools. These activities range from partnerships in the development and delivery of degree programmes and research through faculty and student exchange to a series of innovative joint ventures to promote accreditations, careers services and the overall development of management education. ■

Vlerick Leuven Gent Management School
is triple A-accredited



Vlerick Leuven Gent Management School
is a top-ranked
International Business School



10 reasons why

- 1 school, 3 campuses, a window on Western and Eastern Europe : Gent, Leuven and St. Petersburg
- Top European Business School with Triple A-accreditation : EQUIS, AMBA and AACSB
- Associated with two renowned Belgian Universities : Katholieke Universiteit Leuven (KULeuven) and Ghent University (UGent)
- Excellent mix of academic knowledge and business expertise
- Permanent stimulation of entrepreneurship and innovation
- Valuable networking among high-level participants
- Broad alumni network : 13,500 graduates in over 100 countries in the world
- Strong connections with the corporate world
- Real return on investment
- Dedicated Careers Management Services





1 School, 3 campuses

Gent Campus | Reep 1 | 9000 Gent | Belgium

Leuven Campus | Vlamingenstraat 83 | 3000 Leuven | Belgium

St. Petersburg Campus | Birzhevaya Linia 16 | St. Petersburg, 199034 | Russia

T +32 9 210 97 11

F +32 9 210 97 00

info@vlerick.com

www.vlerick.com

**Vlerick Leuven Gent
Management School**

the Autonomous Management School of
Ghent University and Katholieke Universiteit Leuven