

International outreach



in Russia and China

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Vlerick Leuven Gent
Management School

the Autonomous Management School of
Ghent University and Katholieke Universiteit Leuven



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International outreach in Russia and China

- >> Vlerick Leuven Gent Management School has established close ties with a number of international business schools and universities. Collaborative 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 for promoting accreditation, career services and the overall development of management education.

Russia and China occupy a special place in Vlerick's internationalisation strategy. Since 2006 the School has been the proud owner of a third campus in St. Petersburg, Russia, and in 2008 it took over academic responsibility for the full-time and part-time international English-language MBA at Peking University in China. Besides offering degree programmes, Vlerick also wants to respond proactively to the needs of the business world in Russia and China via company-specific programmes, executive education and corporate partnerships. The first company-specific programmes in Russia have already been delivered.



St. Petersburg campus - Russia



Peter The Great bridge - St. Petersburg

>> History

The St. Petersburg campus is Vlerick Leuven Gent Management School's third campus. Located on St Basil Island, it is right at the heart of the city's historical and commercial centre, known as the Northern Venice of Russia. In St. Petersburg, the School offers an international part-time MBA programme and has hundreds of graduates successfully operating at top management level in industry, consultancy, services, and in the public sector.

The campus in St. Petersburg, well-known formerly as the Leti-Lovanium International School of Management (ISM), has been gaining experience in the Russian market since 1990 and has developed strong relationships with its corporate partners.

'A two-way bridge between the European Union and the Russian Federation'

Professor Alexander Yanchevsky is Director of the International School of Management, St. Petersburg. His recent teaching, research and consulting activities include the following subjects: business modelling and decision methods, project management, and management of change.

He obtained his degrees in Systems Science from St. Petersburg Electrotechnical University and was visiting research fellow at the Systems Theory Lab of Helsinki University of Technology (1980-1981), University of California at Davis (1985) and University of Wisconsin at Madison (1985). He was also Prorector of St. Petersburg Electrotechnical University "LETI" (1985-1995). Professor Yanchevsky is Project Director at the Center for Strategic Research "North-West", was a member of the board of the European Institute for Advanced Studies in Management (EIASM) (1996-2005), and sits on a number of other academic and business advisory boards. Between 1995 and

1999 he was lecturer and leader of European Seminars in the Productivity Initiative Programme of the European Union (Belgium) and has led other executive management development programmes and management consulting projects.

Alexander Yanchevsky,
Dean of St. Petersburg
Campus:



"The integration of the International School of Management into Vlerick Leuven Gent Management School is a major milestone in the long-term collaboration in management education and development between the Flemish academic and business communities and their counterparts in Russia. The Russian partners regard this initiative as a major opportunity to develop a top-quality joint management school in St. Petersburg – a two-way bridge between the European Union and the Russian Federation."

>> Part-time MBA programme

The first MBA programme at ISM was launched in the autumn of 1990. In 2006 Vlerick Leuven Gent Management School integrated ISM as its third campus and adopted the MBA programme into its portfolio of management education. Students who successfully complete their MBA are awarded a degree from Vlerick Leuven Gent Management School, which holds triple accreditation from AACSB, EQUIS and AMBA.

The part-time MBA programme at St. Petersburg is limited to 40 participants. It is a two-year programme in which students work towards an MBA degree while remaining with their current employer. The School maintains strict admission standards that adhere to international criteria in order to guarantee a homogenous group of candidates. Participants in this programme work for companies in various sectors, e.g. Gazprom, Ernst & Young, Vimpelcom, Wrigley, Heineken, Mobile Telesystems, Komatsu CIS, Xerox and URSA Eurasia.

A new element in the part-time MBA curriculum is the international study trip. Every year Vlerick organises one-week trips to different places in the world (Beijing, New York and Belgium) as part of the International Management course. All participants may take part in at least one of these international trips during their two-year programme. The study trip combines company visits, lectures and great networking opportunities, ensuring that the participants gain a good understanding of what it takes to conduct business in these places. The Part-Time MBA programme in St.Petersburg is AMBA accredited.



St. Petersburg campus

>> Students' profile

Total n° students	37
Average age	31
Average work experience	8.4 years
Female	36%
Male	64%
International students	11%



Ghent campus

>> Alumni

When ISM became Vlerick's third campus in 2006, the School inherited more than 500 MBA alumni. As Vlerick becomes more international, so too does the Vlerick Alumni association, leading to the creation of Alumni Chapters in different countries around the world. The Russian Chapter was set up in St. Petersburg in 2006 under the watchful eye of liaison officer Anastasia Korshunova, who regularly organises networking activities and an annual reunion attended by more than 150 alumni.

Svetlana Frolova,
Part-time MBA 2007 (Russian)

"Any modern business school should be able to compete in the following areas: highly qualified professors; modern teaching methods and techniques; a good balance between theoretical knowledge and practical skills; comfortable study environment. The Vlerick School in St. Petersburg meets all of these requirements and the programme fulfils the expectations of the most demanding customers."



25 young high potentials at AGC's Russian branch ready to optimise their talent



Teambuilding at the Driving Management Potential Programme's kick-off session

>> Company-specific programmes

As an academic business school, Vlerick not only keeps its finger on the pulse of the latest management trends and insights, but also constantly translates these into actual business practice. Its company-specific programmes are a perfect example of how the School tailors programmes to the specific needs of organisations. The programmes it developed for AGC Flat Glass and InBev CEE Zone are a good illustration of how Vlerick is building a bridge between Europe and Russia.

AGC Flat Glass

AGC Flat Glass is a world leader in glass manufacturing, producing glass for roofs and façades, interior design, car windcreens and sunroofs, solar panels, household and industrial appliances, and displays. AGC Russian headquarters are in Moscow and large production plants are in Klin and Bor. ISM had 12 years (since 1996) experience of cooperation with AGC Russia (former Glaverbel).

When AGC defined its vision to include innovation, it meant innovation in every area of the company's operations and at all levels, from manufacturing glass for high-tech touch panel displays to investing in processes that increase quality and reduce costs. Innovation within its management team was no exception and AGC Europe quickly recognised that its talented managers would benefit from a programme aimed specifically at facilitating the transition from being an efficient manager to being an effective manager. Similarly, AGC Flat Glass in Russia realised that its young high potentials needed a programme that would give them a good grounding in business skills and develop their personal leadership. This resulted in collaboration with Vlerick Leuven Gent Management School to provide the AGC-European University Programme for its talented managers in Europe and the Driving Management Potential Programme for potential future company leaders from its Russian branch.

Driving Management Potential Programme

- Launched in July 2008 (to be finalised in June 2009)
- Location: Vlerick's St. Petersburg Campus – Vlerick's Ghent Campus
- Number of participants: 25
- Target audience: young high potentials

InBev Central Eastern Europe Zone

Another excellent example of a tailor-made course is the InBev programme Driving Leadership Talent for young high potentials at InBev CEE Zone. The InBev programme is a joint venture between Vlerick Leuven Gent Management School and the Central European University Business School. The programme is split into two modules, one held at Vlerick's Ghent campus, the other at the CEU Business School campus in Budapest. Since both schools were already working with the company, Vlerick and CEU were able to pool their knowledge of InBev and its markets so as to tailor the programme appropriately. The teaching material brings together the best of each school and covers the basics of general management, from strategic management to people management, economics to finance – precisely the subjects that up and coming talented personnel need in order to become effective senior management in the medium term.

János Bogdán, Director of People Continuity at InBev CEE Zone: "At InBev, we have a huge variety of cultures melded into one unique corporate culture. To develop leadership talent that can be successful in this global environment, we need partners who are skilled in dealing with this diversity. The collaboration with both schools has been excellent. We're also convinced that this is one of the best ways of retaining talent and keeping them motivated."

Anastasia Korshunova, International Business Development Officer at the St. Petersburg campus: "The programme blends conceptual business models with practical business cases. In the Driving Leadership Talent Programme, the practical side involves active learning with input from InBev, and support from Vlerick and CEU staff. It means that the programme participants are immediately able to apply the economic and management principles they've learnt and understand how InBev uses these principles in practice. And it enables staff at both business schools to keep the teaching material relevant. As a business school, we have to ensure that the knowledge we impart can really be translated into practice."



25 young high potentials at InBev CEE Zone driven by leadership talent



The Driving Leadership Talent programme involves active learning

Driving Leadership Talent Programme

- Launched in September 2008
- Location: Vlerick's Ghent Campus – CEU Business School, Budapest
- Number of participants: 25
- Target audience: young high potentials

Find out more

Information about the St. Petersburg campus can be found at: www.vlerick.ru

Beijing International

MBA Programme (BiMBA)

China



Li Jiang River - China

>> History

The BiMBA programme was established in 1998 as a joint venture between a consortium of American business schools and the China Center for Economic Research (CCER), an academic research centre at Peking University that advises government and business on the potential and future development of the Chinese economy. Near the end of this ten-year agreement, CCER started looking for a new suitable partner. The increasingly successful global profile of Vlerick Leuven Gent Management School led them to Belgium. After some 18 months of negotiations, Peking University felt fully convinced of Vlerick's overall quality and invited the School to deliver an international MBA programme.

In October 2008 Vlerick Leuven Gent Management School took over academic responsibility for the full-time and part-time international English-language MBA at Peking University. The concept is to design a China-based international MBA aimed at both future Chinese global business leaders and young international business leaders who fulfil the requirement of having a comprehensive understanding of China, its business culture and its place as an economic powerhouse for the 21st century.

Students who successfully complete their MBA are awarded a degree from Vlerick Leuven Gent Management School, which holds triple accreditation from AACSB, EQUIS and AMBA.

>> Chinese MBA with a global dimension

Emerging economies like China, Russia, Brazil and India are going to be the drivers of the 21st century economy. Many European companies would like to do business with China, but Chinese culture is so different that explicit knowledge, experience and guidance are needed. The obvious course of action for Vlerick is therefore to seek alliances in those countries. This strategy has formed the basis of partnerships that open up markets in both directions, for European export firms to develop business in other countries and for individuals in other countries to enjoy a high-quality management education.

BiMBA draws together a group of world-class scholars and experts, from both home and abroad, renowned for their achievements in business-related fields, teaching practice, academic research, policy analysis, management consulting, etc. To meet the goal of providing top-level MBA education, the curriculum is designed to link western management theories with China's economic and social realities so as to offer students both global and Chinese perspectives. A growing, emerging economy offers an enormous learning resource for the rest of the world, and also for a business school. It is a mutual learning experience.

be inspired...

... by what we offer

>> Full-time International MBA programme

The full-time MBA programme can be completed in one year. The teaching language is English and professors come from renowned US, European and Asian business schools. Currently, students represent more than 20 nationalities and the 2008 class includes 40% international students. Students are encouraged to work in groups, exposing themselves to different cultures and businesses, which greatly enriches the entire educational experience.

>> Part-time International MBA programme

The part-time programme can be finished in two years and students take courses at the weekend. The programme has a global outlook on the field of management, emphasising the skills, insights and tools necessary for successful management. It targets executives who want to further their management career and develop global leadership. Most of the students work at MNCs and have an average experience of 8 to 10 years.

>> Students' profile

2008 part-time MBA profile

Total no. students	132
Average age	32
Average work experience	9 years
Average GMAT	638
Female	44%
Male	56%

2008 full-time MBA profile

Total no. students	57
Average age	30
Average work experience	7 years
Average GMAT	676
Female	49%
Male	51%
International students	38%

Albert Law,
full-time MBA 2008
(Hong Kong Chinese)

"From the first day I decided to leave my busy job in Hong Kong (which I'd held for nearly ten years) and came to Beijing, I foresaw a gateway ahead. Once in class we were asked the main reasons for becoming a full-time BiMBA student. Some hoped to broaden their horizons, others hoped for freedom, good job prospects after graduation, the chance to learn more about Chinese culture, the opportunity to find a good direction in life and in their career, etc. All of a sudden, the classroom was full of hopes and dreams. Now, we are fulfilling our hopes."

Laura Johnson,
full-time MBA 2007 (British)

"Having graduated from Oxford University, I realised the importance of a high-quality education. Peking University is the most prestigious university in China and its alliance with CCER and partner schools in the US and Europe offers its participants a truly international standard of education. I chose to study for my MBA in China because of China's increasing influence on the global stage and because I knew it would represent a challenge for me."

>> Alumni

Based in Shanghai, the Chinese Chapter for Vlerick alumni was set up in 2005 and currently has about 40 members who live or work in China. Every year the Chapter organises five events, which attract internationally renowned speakers. The Chapter also works with other local alumni associations of business schools and network organisations such as the Chamber of Commerce. The liaison officers of the Chinese Chapter are Tijl de Zegher, General Manager Delaware Consulting China, and Oliver Ye Yang, Manager CSR & Government Relations at the American Chamber of Commerce in Shanghai.

>> Research

Besides education, research is another key element of the partnership with Peking University, with the alliance offering unique opportunities in this area. For the past 20 years the Chinese economy has enjoyed compound growth rates of 9 to 10 percent, but there is actually very little research into how the economy has expanded and how this growth has been achieved. There is a lot of ignorance on the part of western business about where the opportunities lie and how to properly take advantage of them for mutual benefit. Vlerick Leuven Gent Management School wants to initiate research on those topics and see case studies that reflect on Chinese business, on European business operating in China, and on Chinese business operating outside China.



Peking University



Lugouqiao Bridge - Beijing

'Building a bridge between East and West'

In August 2008 Professor Bruce Stening was appointed International Dean of Vlerick's Beijing International MBA (BiMBA) programme in China. Prof. Stening was born in New Zealand but has spent most of his adult life in Australia and lived there until a few years ago. He studied psychology and has a PhD in organisational behaviour. He enjoyed a thirteen-year career at the illustrious Australian National University, first as Executive Director of the National Graduate School of Management, then as Professor and Associate Dean (Research) at the College of Business and Economics. Intercultural management was one of his favourite research fields from an early stage.

Find out more: www.bimba.org

Prof. Bruce Stening,
International Dean of
Vlerick's Beijing
International MBA,
China.



"As International Dean of the BiMBA programme, I see it as a unique opportunity to build a bridge between East and West. My job is to monitor the integrity of the programme and ensure that it's in keeping with Vlerick's culture and philosophy. I welcome the challenge of making BiMBA a programme of even greater excellence that raises the School's international profile even higher. The alliance that Vlerick has embarked on in China is an ambitious but very sensible move to further the School's internationalisation strategy. It's also an excellent opportunity for China to learn about European management insights that are gaining growing recognition there."



1 School, 3 campuses

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