IN-COMPANY PROJECTS 2020
HOW OUR STUDENTS HELP SOLVE YOUR STRATEGIC CHALLENGES
DOES YOUR BUSINESS FACE A STRATEGIC CHALLENGE?

At Vlerick theory and practice go hand in hand. That’s why we challenge our students with a hands-on project in which they tackle a business issue in your organisation.

TYPES OF PROJECTS:

CONSULTANCY PROJECTS

- 8 weeks
- May-June 2020
- Carried out by MBA, General Management, Financial Management, Innovation & Entrepreneurship, International Management & Strategy students

MARKET RESEARCH PROJECTS

- 12 weeks
- April-June 2020
- Carried out by Masters in Marketing & Digital Transformation

WHAT YOU GET

HIGH IMPACT RESULTS
A fantastic and cost-effective way of driving your strategic ideas forward

REAL PRACTICAL APPLICATION
Detailed reports and solid recommendations you can put into practice straight away

EXPERT SUPPORT
Your project is underpinned by solid methodology and support of a Vlerick academic

POTENTIAL NEW RECRUITS
Get to know our students and see if they’re a good fit for your company
A SNAPSHOT OF PREVIOUS PROJECTS

• Conducting market research for COCA-COLA to predict “vending of the future” trends
• Exploring how FORD MOTORS can engage with start-ups and how their services can be integrated onto Ford’s platform
• Helping ENGIE FACTORY in developing new business models related to electric mobility
• Developing an innovative approach on coastal protection against climate change for DEME
• Supporting UZ GHENT in benchmarking the flow of pharmaceuticals towards a logistic platform within Belgian hospitals.
• Assessing how a Belgian investment bank such as KBC SECURITIES can stay relevant in the future
• Researching how to multiply customer acquisition and maximize customer lifetime value on the US lingerie market for VAN DE VELDE
• Leading time reduction by using a value stream map for an oil blending plant of KUWAIT PETROLEUM.
• Defining new trends in the B2B SaaS market and setting out strategic suggestions which are relevant for TEAMLEADER

IN 2019

WE HAD

>300
Masters & Full-time MBA Students

OUR PROJECTS TOOK PLACE IN

23
Different Countries

OUT OF LAST YEAR’S COMPANIES

>95%
Considers Applying Again

OUR STUDENTS MANAGED PROJECTS ACROSS

15
Different Sectors
PRACTICALITIES

CONDITIONS

• The organisation provides office space & facilities and covers any expenses students have while carrying out the project (e.g. travel for site visits or interviews)

• The organisation assigns a company supervisor to guide and evaluate the students

COSTS

• Market research project (12 weeks)
  8,900 EUR – excl VAT for 2 students
  10,900 EUR – excl VAT for 3 students

• Consultancy project (8 weeks)
  7,900 EUR – excl VAT for 2 students
  9,900 EUR – excl VAT for 3 students

GET IN TOUCH

HOW TO APPLY

• Send in your application via www.vlerick.com/studentprojects

• List the details & requirements for your In-Company Project

• Approve our terms & conditions

• Once we receive your application, our team will guide you to an effective project start

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