



**BUSINESS
SCHOOL**

IN-COMPANY PROJECTS 2019

**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 2019
- Carried out by MBA, General Management, Financial Management, Innovation & Entrepreneurship, International Management & Strategy students

MARKET RESEARCH PROJECTS

- 12 weeks
- April-June 2019
- Carried out by Masters in Marketing Management students

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**
- Making a simulation model for the logistical flow of surgery charts within **UZ BRUSSELS**
- 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**
- Assisting **DUVAL UNION CONSULTING** in developing and implementing a “go-to-market” strategy for an online trend watching platform
- Defining new trends in the B2B SaaS market and setting out strategic suggestions which are relevant for **TEAMLEADER**

IN 2018

WE HAD

>300

MASTERS & FULL-TIME
MBA STUDENTS

OUR PROJECTS
TOOK PLACE IN

24

DIFFERENT
COUNTRIES

OUT OF LAST YEAR'S
COMPANIES

94%

CONSIDERS APPLYING
AGAIN

OUR STUDENTS MANAGED
PROJECTS ACROSS

14

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



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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

WWW.VLERICK.COM/STUDENTPROJECTS