



**BUSINESS  
SCHOOL**

# **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



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## HOW TO APPLY

- Send in your application via [www.vlerick.com/studentprojects](http://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](http://WWW.VLERICK.COM/STUDENTPROJECTS)