

Collaborate with our Young Potentials




**antwerp
management school**

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Get in touch with our students to tackle your business challenges

Antwerp Management School's postgraduate students can assist you in reviewing your current strategies and developing new opportunities and solutions. Teams of carefully selected master's students, supervised by our faculty, will work intensively on your business challenges and deliver a complete report with fresh insights and practical recommendations.

Our mission is to bring together young high potentials from all over the world who are eager to develop new ideas that matter for business and society. These creative Generation-Z spirits are our future innovators and entrepreneurs and generally have a great sense of new habits, trends, technologies and emerging markets providing unexpected, fresh and external views since they are unrestricted by any corporate culture.

Why are our master's students the best choice?

- Refreshing views, new insights, innovative ideas, creative solutions and practical recommendations
- The theory is fresh in their mind, ready to be applied
- They are mentored by our coaches and academic promotor
- Quality advice in a short period of time
- Our consultancy service is budget-friendly

What can you expect?

A thorough business report that consists of:

- Questions & framework
- Followed steps & methodology
- Analysis & results
- Conclusion & practical advice

How does it work?

- Team:** Two to three students will work full-time for your company as junior consultants during approximately 10 weeks.
- Topics:** A real managerial issue specific to your business & chosen by you in these fields of expertise: HR, Supply Chain, Sales, Marketing, Strategy, Internationalization, Innovation & Entrepreneurship, and Fashion.
- Support:** By an academic promotor who is an expert in the field, academically aware of and up-to-date with the topic.
- Method:** Students will analyze the issue, draw conclusions and make recommendations/optimization suggestions based on their findings.

Meet our students

Dedicated: The students are part of an intensive full-time master's program & have a previous degree.

Passion: The students have a common interest for global management, strategies, economy, marketing etc.

Diversity: The students have different academic backgrounds & nationalities.





Discover the possibilities

Strategic and International Management

Evaluation of your strategic marketing position, development of new markets, marketing or investment challenges, market research and customer satisfaction studies, sector and industry analysis, etc.

Prof. Dr. Paul Mathysens, Academic Director Master in Global Management

“Management consultancy projects are about integrating the concepts and tools the students were taught throughout the year while applying them in a real-life context. The students must leverage creativity to resolve issues and come up with clear-cut recommendations based on objective data. As such you can really see them as consultants.”

Example: Exploring new markets for Fiets!

Jan Verhesen, Operations Director @ Fiets!

“We were struggling with a question involving our existing stores and future growth: where should we set up our new stores. We got in touch with AMS and decided that a collaboration with students was the best solution, as sometimes you have questions that you don't want to turn into a huge project. Part of the success is the triangle composed of company, students and faculty, which leads to an optimal case that provides you with important and useful information in just 8 weeks' time. At the same time, someone within the company is also applying this to other regions, based on a step-by-step plan that the students delivered. We are perfectly happy with this.”

Human Resources

Call on our HRM students for the rollout of an HR project such as competency & performance management, e-HR tools, lean HR, critical analysis of career development, exit interviews, innovative learning, absenteeism, audit of strategic HR processes, etc.

Prof. Dr. Peggy De Prins, Academic Director Master in Human Resource Management

“For years, our Master in HRM students have been doing a fantastic job on their consulting projects. They are prepared throughout the year to give it their best during those 10 weeks. They have acquired state-of-the-art knowledge in HRM and are bursting with energy to apply that knowledge in a concrete organizational context. We have a pool of regular, very satisfied clients. From our side, we always provide one of the AMS faculty and staff. Together we make a project plan and coach the students in their role as a young HR professional.”

Example: Employer Branding Antwerp University Hospital

Hildegard Hermans, HR Director @ Antwerp University Hospital

“We requested a project regarding the recruitment of nurses. We wanted to know how we rank in the market for future nurses, so our research was about the employer branding of Antwerp University Hospital.

We've been working with AMS students for six years, so we've already had plenty of good experiences. They work with us very intensively for eight weeks. It's a great period to really work out the assignment in detail.





Supply Chain

From lean production to optimal transportation, efficiency warehousing, location decisions, and much more. Students from this practice-oriented program can provide ready-to-use solutions for any type of supply chain issue.

Example: Redesigning BAM Contractors' Supply Chain Through the Implementation of Strategic Procurement and an Urban Consolidation Center

Gerrit Jacobs, Quality & Environment Manager @ BAM Contractors

"We had a big problem that was costing us money, so we called on AMS students to come and help us. The outcome was very positive. The students worked very well. Everybody is happy about the final result. The students know a lot about different industries, so we as a construction company can benefit from that knowledge of other industries. I was surprised about the amount of work they delivered in a very short time. That is something we cannot achieve at BAM contractors because we do not have the staff to do it. The cooperation with AMS went very well. Not too much, but just enough communication to make the project a success."

Prof. Dr. Tom Van Woensel, Academic Director Master in Global Supply Chain Management

"Supply chains cover a large number of relevant processes and disciplines, ranging from operations management, logistics, information systems and production to inventory, purchasing, and human resources. Master thesis work within the GSCM program involves a thorough analysis of a clear supply chain-related topic. The analysis gives the company detailed insights into the company's problems and challenges. Based on this analysis, a first step towards a (re)design is offered. Depending on the complexity of the situation, this (re)design can be more advanced, or a good starting point for continued discussions within the company."

Marketing and Sales

Gain insights in your marketing and sales funnel. Ask our students to do an in-depth market analysis or to create a new marketing strategy for your company.

Goran Milenković, Adjunct Professor and Executive Director, European Institute for Senior Management

"Student consultancy projects are a great way for companies to get access to fresh ideas and out-of-the-box thinking. I managed a hands-on M&S student project, which brought great value for both sides. The students gained real practical experience and the company saved tens of thousands of euros. That is how much it would have cost us to do the same work through external suppliers. The work packages handled by the students ranged from market assessments, building a competitor database, to mystery shopper research and client satisfaction interviews. All I can say is, if your company has some assignments which need doing – and you are considering external help or don't have sufficient internal resources to do them – think of the student consultancy project. It really is worthwhile!"

Example: Is there a need for a B2B digital Platform & Commerce for Unilin?

Bert Vandenkendelaere, Sales & Marketing Director @ Unilin Panels

"The students certainly have dedication and drive. They are slightly younger than most consultants, so they bring newer and more modern insights. At the same time, they are very objective because they have not yet been contaminated by previous experiences, they approach the market with a fresh mind. After the market research they come up with several new insights, things we never thought of ourselves because we are sometimes too deep into our own activity."





China-Europe challenges

Students are ready to review any strategic issue that your company or organization might be facing in Asia, and in China in particular: your strategic market position, development of new markets, marketing and investment challenges, market research and customer satisfaction studies, sector and industry analysis, etc.

Example: Explore opportunities for a Belgian company in Baby cookies to sell their products in China on e-commerce platforms at Horsten International

Bart Horsten, General Manager @ Horsten International

“The students had to look into opportunities for a Belgian company in baby cookies to sell their products in China on e-commerce platforms, which was the main target. They had to come up with a strategy and a recommendation based on market investigation and survey research (both online and offline).

The students' education and background really focuses on China and management studies. It is always nice to give them a chance to look at the project from their point of view, implement what they've learned and apply it to a specific real-life case study. It always brings new and innovative ideas that I wouldn't have come up with. Seeing the results and reading the report I can say that this was a real success.”

Prof. Steffi Weil & Maximilian Rech, Academic Directors Master in China-Europe Business

“The China consultancy project is a perfect opportunity for students around the world to fully immerse themselves into the Chinese business environment. It is a 10-week long professional experience in China. China's consumer market is today one of the largest on earth. The consultancy projects provide students with the opportunity to conduct first-hand research on Chinese consumption habits and allows students to work closely together with young professionals and established multinational corporations in the field. Projects vary in scope and focus ranging from marketing to international business-related missions. The China consultancy projects are the perfect capstone project of the China-Europe business program, providing students with the opportunity to put theory into practice and test their knowledge on the ground.”

Practical information of the consulting projects

Price

€ 7,500 (excl. VAT) for a project performed by 2 to 3 AMS students.

Full-time engagement

Students will work full-time for your company and are not obligated to be at AMS during this time.

Location

Whether they work from the office full-time or occasionally from home is up to you.

Extra

Other costs relevant to the project (transport, telephone etc.) are not included in the fixed fee and should be paid additionally.

Time frame

- Registration (*July 2018 - January 2019*) – first come first served
- Project presentation (*February 2019*)
- Kick-off with the students (*March 2019*)
- Start full-time project (*April 2019 - June 2019*)
- Final report (*Mid-June 2019*)
- Final presentation (*Mid-June 2019*)



Let's talk Fashion

Thanks to the rise of the 'Antwerp Six', towards the end of the 80s Antwerp rose to the top of the international fashion world. Thirty years later, Antwerp is still the front-runner. Yet, the fashion industry has changed dramatically. Creativity and courage are no longer the only requirements to maintain a position at the top. Strong management and transparent insights into global and local markets are necessary as well. That is why Antwerp Management School launched a unique, international master's program in management, tailored to the needs of the fashion industry.

Are you interested in working together with the students of this master's program? We offer different possibilities.

Fashion in residence

Exclusive partnership tailored to mutual areas of interest, allowing to closely interact and tackle business challenges with our students, faculty and business contacts from Antwerp, Milano, London and 1 pop-up school outside of the EU throughout the academic year.

Price: € 20,000

Timing: September - June

Fashion Consultancy Project

Students are tasked with a master project based on a real business problem statement, which has an international comparative dimension. After 9 months' work, with dedicated time in January and May/June, they deliver a professional management report, which is presented to you - our fashion partner - and a diverse panel of AMS, Milano and Sao Paolo faculty and industry experts. Topics are tailored to company-specific challenges, and can include innovation, entrepreneurship, sustainability, smart technology/impact of digitization, and approved others.

Price: € 7,500

Timing: November - June

Innovation & Entrepreneurship

Looking to increase your innovation capabilities or address company challenges? Discover how our master's students can help ignite your business.

The business environment of your company is changing rapidly. To stay competitive, innovation is required to drive superior customer value and support healthy growth for the future. However, innovation does not come easy. Fresh ideas and external views are needed, and existing processes may need to be challenged.

Sounds interesting? There are two options to work together with the students of the master in Innovation & Entrepreneurship.

Venture Building

Does your company have many interesting ideas but not enough time to test the business potential? We can help investigate and challenge the potential of business ideas in your company by transforming them in real business cases including market research, a promising product-market fit and business model, a sound financial plan and ambitious go-to-market strategy. A dedicated and passionate group of MIE students are coached, educated and challenged during a period of 8 months by experienced design thinkers, venture capitalists, professors and entrepreneurs to deliver high-quality business cases.

When

- Registration (*July 2018 - October 2018*)
- Project presentation (*October 2018*)
- Start project (*November 2018 - June 2019*)
- Final report (*Mid-June 2019*)
- Final presentation (*Mid-June 2019*)

Price: € 15,000

Innovation Sprint

Did your company grow successfully over the last couple of years/decades but now feels the need to explore new potential ways of generating value? Building on our opening minds mission statement, we can help revamp your business by generating new potentially fruitful ways of doing business. In a design workshop, our design thinking experts will define the innovation challenge together with your company. The entire group of AMS MIE students will closely work together during a three-week innovation sprint with other young potentials – strategic designers from Polydesign, a prestigious design school in Milan – to generate new business concepts.

What?

- Project kick-off in October 2018
- 3-week innovation sprint in February 2019
- Delivery of various innovative product or service concepts by multiple teams
- Guidance by AMS experts who provide deep-level coaching of the teams

Price: € 20,000





Corporate Partnership / Talent Partnership

Strong corporate partnership with a focus on co-creation, company visibility and branding, networking, people development and access to talent.

Company-sponsored scholarship

Grant talented young potentials access to management education, whilst securing high quality talent inflow into your company.

Interested?

Let us know so we can provide you with more information.



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