Overview

- Who is who?
- The programme: what – who – why?
- Programme structure
- This is Belgium
- Call for student representatives
- Study guidance
Who is who?

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• **Main objective:**
  • Give business know-how to (recent) graduates from a variety of backgrounds.
  • Prepare students for management positions in varied and complex international environments.

• **Academic content and thinking**

• **Targeted at students from different backgrounds:**
  • >50 nationalities yearly
  • Regular and working students
  • Students with a degree equivalent to a Bachelor or a Master in Business (Administration), Management or in Business Economics related field are not admitted.

• **Flexible and tailor-made**
## MSc in Management versus MBA

<table>
<thead>
<tr>
<th>Master of Science</th>
<th>Master in Business Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory and practice</td>
<td>Practice</td>
</tr>
<tr>
<td>Master thesis</td>
<td>Capstone</td>
</tr>
<tr>
<td>Inclusive</td>
<td>Stringent admission criteria (e.g., work experience)</td>
</tr>
<tr>
<td>Reasonably priced</td>
<td>(Very) expensive</td>
</tr>
<tr>
<td>European</td>
<td>USA</td>
</tr>
</tbody>
</table>

“There seems to be a tendency that the demand for MBA is saturated whereas the demand for Masters in Management is increasing” (McCormack, 2010)
Inschrijving nieuwe niet-generatiestudenten per academiejaar: All - All - MA Management

<table>
<thead>
<tr>
<th>Academiejaar</th>
<th>Aantal inschrijvingen</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>121</td>
</tr>
<tr>
<td>2016-2017</td>
<td>131</td>
</tr>
<tr>
<td>2017-2018</td>
<td>117</td>
</tr>
<tr>
<td>2018-2019</td>
<td>143</td>
</tr>
<tr>
<td>2019-2020</td>
<td>67</td>
</tr>
</tbody>
</table>

Trends master management – new students – 2015-2019
Master of Management: Concept

- **Evening programme**
  - The MSc in Management is a one-year programme only taught during the evenings.

- **Preparatory programme**
  - 18 (academic masters) or 21 ECTS (academic bachelor) {Research Methods for Business}
  - Mandatory for all students (except those with a Master in Engineering with a minor in business)
  - Can be combined with the master programme within the same academic year
  - **But:** you need to succeed for the preparatory programme in order to obtain your MSc degree

- **Master programme**
  - 60 ECTS
  - Full-time or part-time
Management competencies

- Independently analyze and interpret business problems
- Formulate solutions to problems that organizations face
- Present analyses and solutions, both in spoken and written formats
- Formulate and implement business strategies
- Motivate other stakeholders to contribute to the formulation and implementation of business strategies
- Apply theoretical knowledge into practice
- Adopting a proactive attitude by anticipating market changes and organizational problems

Student welcome Management
18-9-2019 | 9
But perhaps the most important competency is …
Avoid plagiarism!

**TO AVOID PLAGIARISM**

- Use online tools to check for plagiarism
- Provide links you have referred to
- Write in your own words

The programme: Why?

https://vubdochuman sciences.eu.qualtrics.com/jfe/form/SV_6QKx0ERS2StEe5n
The programme: Why?

- OECD: 45% has completed tertiary education
- Lifelong learning: “activities people perform throughout their life to improve their knowledge, skills and competence in a particular field, given some personal, societal or employment related motives” (Aspin & Chapman, 2000)
- Uncertain and dynamic environment: developing general business knowledge and skills
- Starting your own business: entrepreneurship
- Likelihood of finding a job
- Positive impact on employment situation (retention, type, salary, promotion)
- Self-development:
  - Intellectual challenge
  - Useful for the job
  - Getting to know other cultures/people
  - Being able to aim higher/achieve more
  - Not yet ready to work 😊
The programme: Prospects?

Top 5 job titles:
1. Consultant
2. Teacher
3. Account manager
4. Recruiter
5. Analyst

31% has management or executive position

65% finds a job within 3 months after graduation
Excellent (86% - 100%)
Very Good (78% - 86%)
Good (68% - 78%)
Average (60% - 68%)
Sufficient (50% - 60%)
Failure (< 50%)
In management, the attitude towards managers is more formal and on family name basis (at least, in the first contact), the information flow is hierarchical. The way information is controlled is even associated with power, therefore unequally distributed. Control is normal, and even expected, but considered as formal and not key for efficiency.
Hi Bert, what’s up.

A quick note to inform you that I will drop by your office this afternoon to discuss my thesis.

Shania

Hi sir ..
My name is ____ I want to meet you.
Thanks

Sent from my iPhone
WE NEED YOU!! BECOME STUDENT REP

• **What?**
  • Attend Education Council meetings. These meetings occur three times a year.
  • Liaising with faculty, staff and students as a way of enhancing communication and student involvement in decision-making processes.

• **Who?**
  • All Management students registered for a degree contract (as opposed to credit contract)
  • Goal is to have a representative voice (also working students, preparatory/master students, EU/non-EU students, etc.)

• **Why?**
  • Because your voice matters and has an impact!
  • Because it looks nice on your vitae 😊

• **How?**
  • Send vitae + motivation letter to bert.schreurs@vub.be
  • Not later than October 4, 2019