

WIKINGS-NSK

2022 **PARTNERSHIP
DOCUMENT** 2023

FACULTY OF BUSINESS & ECONOMICS
UNIVERSITY OF ANTWERP





WIKINGS-NSK

ENABLING POSSIBILITIES



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ABOUT US

Wikings-NSK is the student organisation of the faculty of Business and Economics at the University of Antwerp, which has about 3000 students. The Faculty of Business and Economics offers the following programmes:

- Business Engineering
- Business Engineering in Management Information Systems
- Applied Economic Sciences: Business Economics
- Applied Economic Sciences: Economic Policy
- Social and Economic Sciences
- Diverse Other Economic Disciplines

This partnership document provides you with essential information in order to understand the context and the objectives of Wikings-NSK. First, we will give you more information regarding the organisation and the values we represent. Second, we will list the recruitment and development events we organize and the manners in which you can cooperate with us. Last, we will explain the benefits that you will receive by working together with Antwerp's oldest student organisation. Various fruitful collaborations have allowed us to be successfully active for over a hundred years now. Please find our contact information at the end of this document.



WHAT WE DO

Wikings-NSK bridges the gap between the university and the labour market. We try to create opportunities for both student and organisation to find a perfect fit. A successful organisation starts by attracting the right people and a successful career starts with working at the right company. Our events are focused on bringing graduating students and companies together for a promising collaboration.



Recruitment Events

Connecting companies and students to make sure that the right talent finds its way to the right position.



Skill Development

Improving the soft skills of our students to help them develop as a future professional.



Lectures

Inviting interesting speakers to tackle multiple subjects to inform or even enlighten students.



Promoting Internships

Since we experience internships have become such a must these days, we have established an event to promote internships.



Brand Awareness

Wikings-NSK has an extensive reach of thousands of students. We offer several possibilities, such as social media posts or distribution of flyers to raise brand awareness for your company.

UNIVERSITY OF ANTWERP

ACCREDITATIONS & RANKINGS

The faculty of Business and Economics at the University of Antwerp has received several accreditations that demonstrate the quality of its programme. It was accredited 'AACSB' in 2005. AACSB-accredited schools have the highest quality, contain a relevant and challenging curriculum, and provide educational and career opportunities that are not found elsewhere.

Not only the output of the programme has received accreditations, also the way in which it is taught has been accredited by 'EFMD'. In 2010 the faculty gained an additional EPAS accreditation for the programmes Applied Economics: Business Economics and Business Engineering.

At the moment, the Faculty of Business and Economics at the University of Antwerp is the only Faculty of Applied Economics in Flanders with two international accreditations.

There is a great amount of different rankings that, each in their own way, evaluate the methods and qualities of universities worldwide. A brief summary of rankings concerning the Faculty of Business and Economics follows hereafter.

Since 2005, the Financial Times ranks the best master's degrees in Management. In 2018, the Faculty of Business and Economics first appeared in this ranking, occupying the 89th place.

Moreover, of the 100 selected degrees, our faculty scored the first place on 'value for money'.

The University of Antwerp is also listed on the 89th place in the Financial Times Business School ranking. It is the only Belgian university to be included in this ranking.

Eduniversal, a leading organization in regards to information about higher education, ranked our faculty 48th in the top 50 of best master's degrees in Europe.



FACULTY OF BUSINESS & ECONOMICS: 3000 STUDENTS*

33% **AES: Business Economics**
AES: Economic Policy

Business Economics: Finance, accounting, sales, distribution, marketing, management, ... This programme includes the business world as a whole.

Economic policy: Economy plays a crucial role in policy areas such as employment, mobility, fiscal policy, monetary policy, education, health. In this course students are taught to analyze economic problems at the policy level.

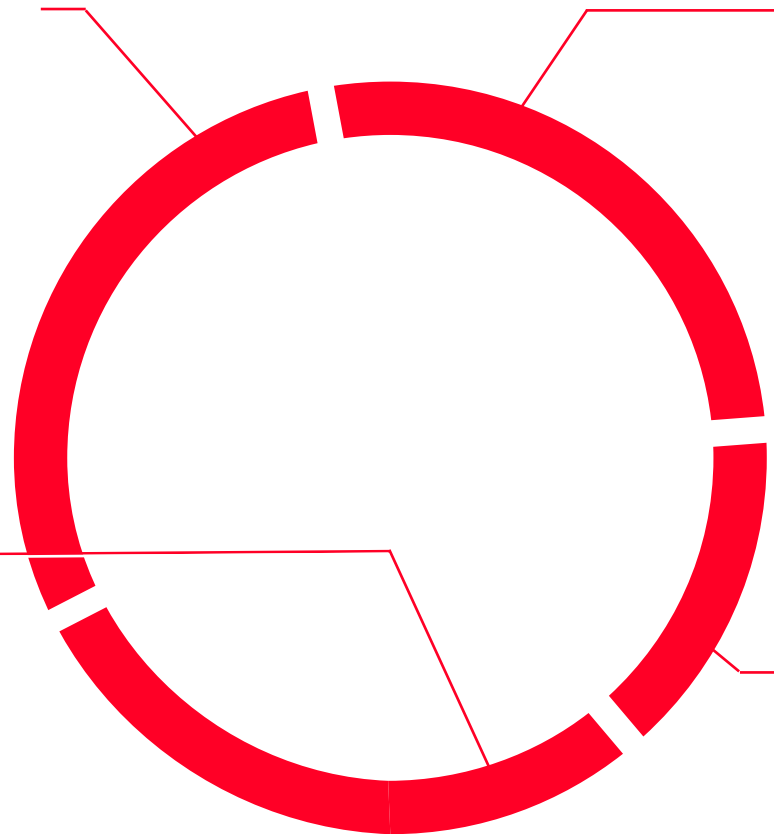
35% **Other Economic Disciplines**

Master of Organisation and Management

Master of Maritime and Logistics Management

Master of Culture Management

Master of Multilingual Professional Communication



21% **Business Engineering**
(in Management Information Systems)

Business engineering:

A business engineer knows the difficulties but also the possibilities of a technological environment in economic terms, as they form the link between management and the various production departments within a company.

Business engineering (MIS):

A business engineer in the MIS guides companies in their search for appropriate ICT support for their activities and analyses. They are both economist and IT-specialist

11% **Social Economic Sciences**

SES is a study in the border area of sociology, law and economics. This multidisciplinary approach makes the course unique in Flanders.

*Percentages and graph are approximations

OUR TEAM

Just as we believe it's important for you to know what we do and what we stand for, we also believe it is important for you to know who we are and who is working behind the scenes.

To provide the students of Antwerp with the best possible recruitment and development opportunities, Wikings-NSK has set up a dedicated group of people. This team has been growing every year, just as our career & development events have. Today this team consists of 18 devoted students who voluntarily and avidly commit themselves the entire year round to ensure that all students of the faculty are able to integrate effortlessly into the university, achieve better

results, buy textbooks at a reduced price and, last but not least, enjoy an unforgettable student experience.

For our career and development department, we have a committee of eight people constantly working on the development of the business relations. Each of our team members has been assigned one or more events which they then organize in precise and detailed fashion. We are looking forward to next year with several new events and projects in sight.



CAREER DAYS

The purpose of the Career Days is to introduce master students to the companies present at the event. At the start of the evening, everybody will be welcomed at a reception and each company will be given the opportunity to briefly introduce itself. Then, the fair takes off and the students can visit the various companies' stands. This way, students can get answers to all their questions and people can work the room to their heart's content. This is how we create the ideal circumstances for our partners to meet their potential employees. After the event the companies will be provided with the résumés of all participating students.



**OCTOBER 18TH &
NOVEMBER 22ND**

OVER 250 STUDENTS

MAXIMUM 15 COMPANIES

INTERNSHIP/THESIS EVENT

After seven successful editions, the Internship/Thesis Event has become a fixed value on our extensive list of company-focused events. Participating students will submit their résumé, which you receive after the event. We cooperate closely with the faculty of Business and Economics, which proves they are wholeheartedly behind this project. Every year we make sure the internships are well adapted to the students.

The event consists of two different aspects. On the one hand master students can meet company representatives and link up for a potential thesis collaboration. On the other hand interested students can establish contacts with the present companies for a possible internship or 'summer traineeship'.

In order to adequately inform the students, we will also provide them with an information leaflet that extensively describes how to request an internship at the university and information about every company. The quality is guaranteed through the intensive cooperation with the faculty of Business and Economics.



NOVEMBER 8TH

OVER 120 STUDENTS

CLOSE COLLABORATION WITH UA



BUSINESS FAIR

The Business fair is a new addition for this year and will complete our extensive list of company-focused events. This event will focus on higher quality engagements, since students and companies are looking for the perfect match. With a cozier environment, foods and drinks we want to create the perfect after work setting so that students can feel if there is a link between the company and themselves.

The business fair starts with a short presentation by each company, followed by speed dating with the companies in small groups of students. Hereafter the students and companies will have the possibility to network. This event is built on the foundations of the former SME Speed Date.

FEBRUARY 28TH

OVER 50 STUDENTS

MAXIMUM 10 COMPANIES

SHAPE YOUR MAJOR

Next academic year will mark the first edition of a new concept. It will allow us to introduce our bachelor students to the career-focused side of Wikings-NSK.

The main goal of the Lecture Night is to provide students, be it first bachelors or last masters, with four interesting lectures on the goings of the transport, the financial, the public and the IT sector. Other topics that could be covered are marketing and sustainability.

These are all the possible subjects that master students can pick to devote the majority (or the minority) of their courses to. In that way we aim, in association with the faculty of Business and Economics, to support our bachelor students in the choice of their major (minor).

Participation in this event goes along with brand awareness. During the break and afterwards, we will provide a reception where networking can take place.



OVER 150 STUDENTS

3 OR 4 LECTURES



IN-HOUSE TRIP

Before entering the business world, students would like to know what kind of working environment they will find themselves in. Therefore, we want to give these students the opportunity to take a personal look at how things work in the corporate world. With a group of master students, we will visit the headquarters of some of our lead partners.

During a session of approximately 2 hours, you as a company will have the opportunity to meet these high potentials. Within the specified period, you will have the opportunity to present your company as a pleasant place to work, obtaining an enjoyable working environment and an excellent corporate culture.

There are various possibilities to present your company in a light-hearted manner. A guided tour seems evident, other possibilities are a speed date session with employees, an interactive workshop, a reception, a small lunch, etc.

This recruiting event is more direct and personal than just an ordinary jobfair. Located in your own habitat, you can create the atmosphere you require. With the previous possibilities and your own ideas, we will implement the best way for our students to meet with their potential employers.

DECEMBER 5TH

30-40 STUDENTS

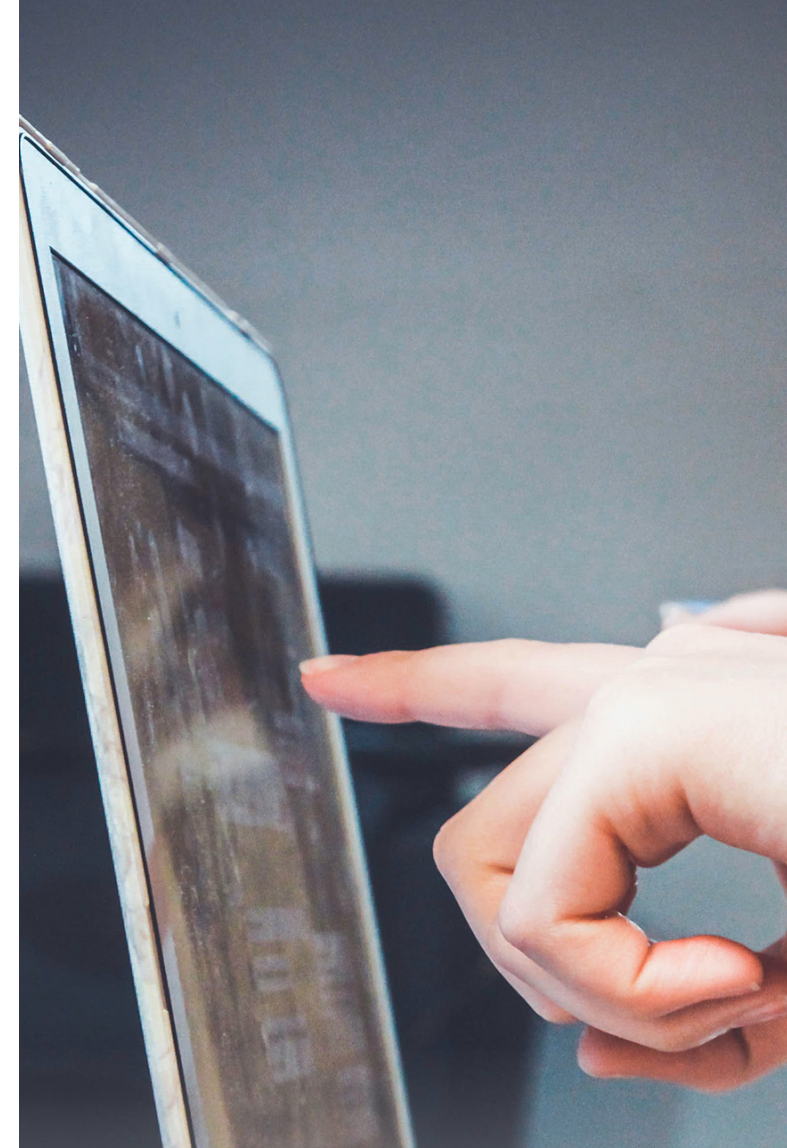
3 ELABORATE COMPANY VISITS

WIKINGS BUSINESS GAME

As many students of our faculty have an interest in the practical and problem-solving side of business, we created the Wikings Business Game. The concept is simple: rather than focusing on the theory like in their classes, our students participate in a business case fully filled in by your company.

During the solving process, you can oversee the participants' progress and help where necessary. It's an opportunity to give our members that unique 'one-on-one' experience, creating the atmosphere you see fit.

We will provide a location and a small reception afterwards, where you can give your overall feedback and possibly indicate a winner.



20-30 STUDENTS

1 PARTNER



PORT OF ANTWERP EXCURSION

The Port of Antwerp has been an indispensable link in world trade since the Middle Ages and keeps on growing in importance. In order to bring students closer to the world of logistics and supply-chain, Wikings-NSK have introduced the Port of Antwerp excursion in cooperation with Randstad.

This excursion consists of an entire day focused on the Port of Antwerp and the companies and activities located there. We visit 3 companies, with each of them presenting themselves in a brief presentation, followed by a small reception. Last year we visited one of the large warehouses and offices of several companies located in and around the harbour. We finished off with a tour around Europe's largest container terminal.

MARCH 20TH

50 STUDENTS

**COLLABORATION WITH
RANDSTAD**

MASTERS GUIDE

The Masters Guide aims to inform master students about the various possibilities they have after graduating. The guide will provide easy to digest information about advanced master programmes. Also, the step towards employment will be widely covered. The objective is to better prepare students for the professional world by giving them tips regarding their résumé or job interview. Testimonials and anecdotes from the business world will be added in order to represent reality more accurately. For companies, this is a unique possibility to present themselves in a light-hearted manner and describe their business culture.

This guide will be distributed to all master students at the faculty of Business & Economics halfway throughout the academic year. Because of our specific audience, we can provide precisely-targeted advertising. Your company will have the opportunity to enjoy this visibility by placing job adverts with an added value in the section of company presentations or by placing an article in the guide.



DEADLINE CONTENT: AUGUST

500 GUIDES

**TESTIMONIALS, TIPS & TRICKS,
JOB OPPORTUNITIES**



SUPPORTING YOUR EVENTS

Our partners are offered the possibility to organize an activity, exclusively in their name. This is the ideal opportunity to present your company to the students in a formal or informal way. Possibilities abound, such as organising a guest lecture, a workshop, a reception at the university, a business case or a recreational activity.

Many other arrangements can be made, depending on your own objectives. We can take care of the entire organisation of your event or provide promotional support. Promotional support includes mailings, flyering, social media, depending on the nature and scale of the activity.

THROUGHOUT THE YEAR

**MAILING, FLYERING,
SOCIAL MEDIA**

**REACH 3000
FBE STUDENTS**

CAREER PLATFORM WE FYND

We fynd is an innovative career platform for students that aims to simplify the recruitment process and wants to create an affordable career platform for all companies.

How does it work? Simple! On the we fynd platform, a company can create a free profile, which will be showcased to the students. We fynd will match the company information and culture to the interests, preferences and information on the students' digital curriculum vitae.

What makes we fynd unique is the fact that they go beyond hard skills and include soft skills as well in their matching algorithm. This way companies will only see profiles that suit their needs.

WE FYND (LAUNCH: SEPTEMBER 2022)

We fully believe in we fynd and therefore we will use their platform at our events. Interested in how it works? You can contact them at hello@wefynd.com or we will give more information during a meeting, Important to note is that because of our collaboration, all our partners can use the platform during our events at a discounted price!



**WE FYND
(LAUNCH SEPTEMBER 2022)**

**WWW.WEFYND.COM
HELLO@WEFYND.COM**



WIKINGS STUDENT WEEK

For years now, Wikings-NSK has had a dream of taking events for students to the next level. Recently we have decided that we want to organize a whole week of events and activities for and by students. We expect to attract about 2.000 students of all disciplines and ages.

We are looking to cooperate with some (main) sponsors. This event will have an enormous reach and could be an interesting opportunity to reach a lot of students before, during and after the event.

OCTOBER

2.000+ STUDENTS

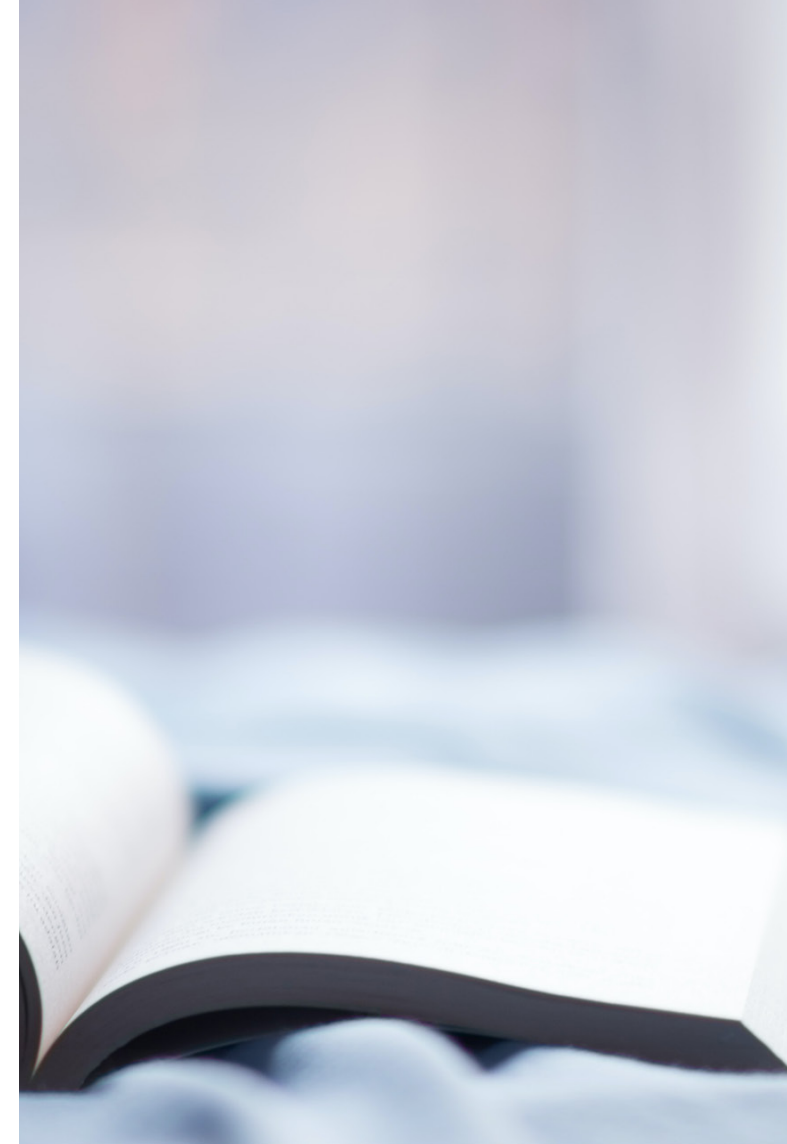
**VISIBILITY BEFORE, DURING &
AFTER EVENT**

WEDUC

Eleven years ago, a couple of members within the student organisation Wikings-NSK established the independent course material service Weduc (Wikings Education). This non-profit organisation offers support for every student at the faculty of Business and Economics. While exerting pressure on other market players by selling at original cost, they can provide study material in the most affordable way possible.

Even though their main activity is to supply course material, innovation is key. Weduc organizes events such as an annual second-hand book fair, an in-house-day and a debate. Besides these events, the organisation provides an online study platform on which all students of the faculty of Business and Economics can find qualitative summaries and questions that have been asked on exams in previous years.

Weduc NPO publishes several workbooks every year, sold at a low price thanks to 'front cover branding'. By placing your company's logo on the workbooks, you support Weduc to achieve their goals and bring your enterprise closer to the students.



BOOKSTORE ON CAMPUS
OPEN AT LEAST 2 DAYS/WEEK
TEAM OF 6 VOLUNTEERS

EXTRA VISIBILITY

Distributing Your Goodies

At the beginning of each academic year, we try to expand our membership in different ways. One of the many attractions is the distribution of goodie bags to our new members. The goodie bag includes anything from food and drinks to markers and sticky notes. In short, anything a student might need for a good start of the academic year. This is an ideal opportunity to add visibility to your brand in an informal and accessible way.

Print Media

For each event, we have around 50 posters and 500 flyers printed and distributed. Furthermore, we publish three magazines throughout the year. These are magazines for students of the faculty, published in A5 format and distributed to all attendees, with a circulation of around 500 copies, depending on the event.

Mailing & LinkedIn

Every year we send out numerous emails. These can easily be used to convey your company's message to our students and is thereby a significant source of visibility. We have three sets of databases:

- Membership database Wikings-NSK: 1800 email addresses
- Membership database students of Business and Economics: 3000 email addresses
- Wikings-NSK LinkedIn page: ± 550 followers

Website

Two years ago, Wikings-NSK launched a completely renewed website. On this website, you will find the different key points, as described in this partnership document. In addition, it is possible to post both vacancies and internship projects on our website.

www.wikings.be





Student

Library Catalog (for Cyber) with the following
information for the following
for the following - for the following

Student

LET'S ENGAGE IN A PARTNERSHIP!

We keep growing as an organisation and have made an established name in and around Antwerp for ourselves. Our partnership offers you the opportunity to benefit from this reputation and to further support it. We will provide you with unique options to promote your company's name and to connect with all students at the faculty of Business and Economics at the University of Antwerp.

CLOSING WORD BY **DEAN PROF. DR. KOEN VANDENBEMPT**

As the dean of the Faculty of Business and Economics of the University of Antwerp, I'm totally supporting the initiatives of the Wikings-NSK, presented in this document.

Our Faculty has a long and vibrant history of student engagements. This is an essential part of studying and learning at our university. The symbiotic relationship between the Faculty of Business and Economics and Wikings-NSK helps our many students to further gear up for their professional life. As you can see, the spectrum of activities organized by the Wikings-NSK is pretty broad and offers almost a total solution for the talent we are nurturing at our university. I encourage you to become part of this interesting and thriving ecosystem of university, Wikings-NSK and the world of practice. It will be fun and rewarding. I hope to meet you at many of these initiatives.

Dean Faculty of Business & Economics (University of Antwerp)



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