Dear alumni of the Solvay Brussels School,

The School needs your help more than ever before!

And only a few minutes of your time could actually contribute to improve the reputation and development of the school. This School’s Brief aims at outlining the various ways through which you can help the school to achieve its ambitions. The success of some of these partly relies on your dynamism and willingness to support us.

We have ambitious objectives

The strategy of the School is to become a European reference for higher education and research in economics and management. In order to achieve this, it has to be accredited and better ranked, to perform high level research activities, and to grow by attracting excellent students. The school was recently accredited for three years (EQUIS accreditation delivered by EFMD, focuses on strategy and governance), and already prepares the forthcoming re-accreditation process, aiming at a 5-year accreditation, reserved for top international schools. In parallel we have started the AACSB accreditation process (from the USA, it focuses on pedagogical objectives and achievements).

The school is facing a major turning point in its history, for two main reasons

First, whereby the school’s traditional state-funded programs have grown significantly over the past ten years (our faculty hosts more than 3000 students, against about 2000 less than 10 years ago), its Executive Education branch, and in particular its MBA programs, must rapidly grow in order to be eligible for rankings and in order to generate more resources to secure international accreditations. Second, the growth imperative of our Executive Education branch takes place at a time of stronger local and global competition. In Brussels, our main Executive Education area, Vlerick has established brand new facilities downtown and generates a fierce ‘local’ competition. At the international level, the pressure comes from the downturn of the international MBA market (a so-called ‘red ocean’), jointly with the arrival of new global players (cf. the Indian and Chinese schools entering the FT ranking for the Master in Management). The table on the next page illustrates the ranking ‘challenge’ of the SBS-EM.
The FT ranking for “European Business Schools” is composed of institutional factors (faculty, research,…) and several rankings of specific programs. At the moment, the SBS-EM is only at the 49th position, because it is not ranked in several programs, including its MBA programs and its custom programs. Why not ranked? Because we did not welcome enough students over the years, and the custom programs must double in order to be eligible for the rankings.

Financial Times: European business school ranking, and its components

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>How to improve/appear in the ranking?</th>
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</thead>
<tbody>
<tr>
<td>European Business School FT ranking (SBS-EM position)</td>
<td>46</td>
<td>46</td>
<td>49</td>
<td>Through improvement in MiM, MBA, EMBA, Executive Education…</td>
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<tr>
<td>Master in Management (MIM) Global ranking</td>
<td>25</td>
<td>25</td>
<td>31</td>
<td>Long-term internships, fast/international placement, international experience</td>
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<tr>
<td>MBA</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>At least 40 participants</td>
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<td>Executive MBA (EMBA)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>At least 40 participants</td>
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<tr>
<td>Executive Education – Open enrolment programs (EU)*</td>
<td>-</td>
<td>-</td>
<td>26</td>
<td>Number of participants, satisfaction surveys</td>
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<tr>
<td>Executive Education – Custom programs</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>At least EUR 2M of sales (currently EUR 1M)</td>
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</tbody>
</table>

* - no data, hence not ranked, due to small size of activity (MBAs, Custom programs, broad size of Executive Education)

*The School was ranked 60th in 2013 and 56th in 2014 for the global ranking

The Faculty is growing fast:

The SBS-EM has developed several major projects aiming at improving its international visibility, its rankings, its accreditation prospects, and its size. Here are some of these projects:

**The Advanced Masters:** four to five new Advanced Masters have been created, for participants with a university degree wishing to learn managerial competencies; they compete with ‘ManaMa’ in Flanders. More info on [www.areyoureadyforchange.be](http://www.areyoureadyforchange.be);

**The Long Term Credited Internship Program:** from 2013 onwards, students from several masters (business engineering, management sciences, business economics) have the option to perform a 6-month full-time internship program credited by the school, preferably abroad;

**The Solvay-Ponts MBA:** the School’s MBA programs have been merged with their equivalent at Ecole des Ponts, an elite engineering school founded in Paris by Napoleon, to create joint MBA programs (full-time in Paris and Brussels; part-time in Brussels, executive in Paris and the USA) with a focus on innovation and entrepreneurship (discover the brand-new website: [www.solvaypontsmba.com](http://www.solvaypontsmba.com));

**The AACSB Accreditation:** this American accreditation will allow the fostering of partnerships with non-European institutions, and drastically improve the school’s global visibility ([www.aacsb.edu](http://www.aacsb.edu));

**Le Bureau d’Appuis Pédagogique:** a new office aiming at helping Professors to improve their pedagogical skills, and to much better describe our pedagogical objectives (référentiels de compétences);

**The QTEM networked Master:** a new network created by the School, it stands for Quantitative Techniques for Economics and Management; its objective is to include top institutions from all over the world, who send excellent students for two exchanges within the network; its goal is to reach the top FT-rankings by 2018 ([www.qtem.org](http://www.qtem.org));

**Career services:** this new office aims at providing coaching and career services to our Master students (about 400 per year), Advanced Master students (about 100 per year) and MBA students (about 40 per year). The ultimate objective is to help students in finding their most appropriate job;

**Corporate alliance:** this new office is at the intersection of the whole faculty and the industry, facilitating recruitment, sponsorships, training services and research projects;
Despite these achievements, the Faculty needs your support.

There are several ways through which you can help the school, including:

1. **Being an ambassador of all our programs**: whatever the studies you performed at the SBS-EM, it is important to praise the quality of all other programs as well (Part-time MBA, Executive Master in Management... Discover the entire portfolio on [www.solvay.edu/exed](http://www.solvay.edu/exed));

2. Share your SBS-EM learning experience with friends, colleagues and staff, and encourage them to attend the program info-sessions (the next Executive Education info-session will take place on September 9th from 6.30 pm. More info and registration on [this page](http://this.page));

3. Be part of the SBS-EM curriculum by offering full-time, long term (up to 6 months,) credited internships to our master students, possibly outside Belgium;

4. Promote the SBS-EM as a provider of executive education services to organizations. Introduce the SBS-EM team to your HR contacts within the intention of us promoting the SBS-EM executive education services and attending these meetings to share your own personal experience.

5. Introduce SBS-EM career services to your recruitment team to help us establish a relationship and multiply job/internship opportunities for our students.

6. By coaching our students and helping them to find a good job; specifically by attending career development workshops.

For further support, please see below our team’s contact details:

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**Credited Internship Program**

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