



Academics for Companies

Gent

The background of the entire page is a photograph of a historic street in Ghent, Belgium. On the left is a large, ornate Gothic building with many windows. In the center, a street leads towards a large church with a tall spire. On the right, there is a bridge with a decorative railing. The sky is filled with soft, orange and yellow clouds, suggesting a sunset or sunrise. The foreground shows a cobblestone street.

ACADEMICS FOR COMPANIES GHENT
GENERAL BROCHURE
2026–2027

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ABOUT US



Noah Douchy
President 2026-2027

For eight years now, AFC Gent has been **building bridges between students and companies**. That experience has grown into a solid framework resting on three pillars: **Events, Workshops and Projects**.

This year, that mission is in the hands of a team I'm honoured to lead: **20 driven and ambitious students**. What drives us is simple: companies get a stronger presence within the student community and in return, the students get to learn straight from people already active in the business world. It's a **partnership** that pays off on both sides and we'd be glad to build that same bridge with your organisation.



EXPLORE

Our events guide students in exploring the innovative and creative aspects of business, featuring inspiring stories from professionals and interactive sessions that foster their personal and professional growth.



LEARN

Our interactive workshops enhance students' academic training by helping them develop targeted soft skills, offering high-quality sessions that engage students from all faculties.



APPLY

Student Consulting projects allow students to apply their skills to real business challenges, gaining hands-on experience and developing personal competencies under professional guidance.

The student association Academics for Companies Ghent aims at **facilitating the transition between the academic and business world**. To help both students and companies in closing this gap, Academics for Companies builds a bridge based on three pillars: explore, learn and apply. These are being translated into **events, workshops and projects**.

Events comprise the first step in which students can meet different companies and sectors in order to envision their future career. To achieve our goal, workshops are organised to allow students to develop their soft skills. This concludes the second pillar. At last, students are offered the experience to work on real student consulting cases in for profit projects. These three pillars embody our central motto: **“Explore, Learn, Apply”** in which we empower students in developing their potential.

Six years ago, we successfully introduced the **student consulting projects** in Ghent. Despite the pandemic, we were able to organise **six events and five workshop tracks** throughout the year. Five years ago, we organised **six events and six workshop tracks**. We also continued our beloved student consulting projects, and we successfully introduced the **AFC Data Challenge**. We dove into themes such as sustainability, entrepreneurship and female leadership and helped students develop their public speaking, business, management and data-analytical skills.

We are always striving for the best and improving the quality of our events, workshops and projects. Therefore, we aim to keep **close contact with the students** in the AFC community and our **partners**, to learn from each other and grow together.

We believe your company has the right profile to join us on our journey, and we are looking forward to helping our members explore, learn and apply all the knowledge provided by you!

EVENTS

Events are the perfect opportunity for students to broaden their interests and **explore new interesting topics**. It is also the ideal place for both students and companies to **expand their network**.

Last year AFC Ghent organized amongst others the following events: "Big 4 Panel" and "Women in Leadership". These events were fully booked with **up to 70 students for each event**. This way we were able to extend the reach of AFC and make it a well-known student organization amongst the students in Ghent. Our goal is to attract motivated students from all kinds of faculties. Our target audience mainly consists of **third bachelor and master students in economics and engineering**.

In the coming year, AFC Ghent will once again offer a broad spectrum of topics ranging from student entrepreneurship, business economics, circular entrepreneurship, economics & politics to data-analytics.

Each semester, our team aims at organising two different events with multiple speakers and a catered networking opportunity afterwards.

Given the wide variety of possible themes, we would like **to hear your opinion** and input on how your company could fit the AFC-DNA and help our students broaden their horizons!



Together reaching our goals



Content

Your **company's story** enhances the students' experience during our themed events.



Funding

As a non-profit, our team requires **financial support** to organize these events.

YOU



AFC

Last bachelor or master students in **economics** and **engineering**.



Up to 150 students



Company Presentation

As our guest speaker your **company** is put in the spotlight.

Your **recruiters** and **banners** on a catered reception.



Networking



Social Media Presence

Several **posts** on our **social media** channels.

“Van kotidee tot bedrijf” – Entrepreneurship as a Student or Young Professional

About this event

“Van kotidee tot bedrijf” is **an interactive session** about entrepreneurship during your studies or at the start of your career. Discover how to turn an idea into a business, what support is available, and **learn from the experiences** of student entrepreneurs and experienced entrepreneurs.

The programme includes an introduction by Gentrepreneur, inspiring testimonials and a Q&A, focusing on the opportunities and challenges of entrepreneurship as a young professional.

Practical information

Date: October 6, 2026

Location: Cocteau, Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be



Big 4 Panel

About this event

With the Big 4 Panel, AFC Ghent connects students with professionals from **EY, KPMG, PwC and Deloitte**. During this panel discussion, representatives of the four largest consulting and audit firms share their experiences and provide insights into key topics such as career development, the consulting industry and the challenges and opportunities of working in the sector.

The event offers students **valuable insights into the consulting and audit sector**, while giving companies the opportunity to present their organisation and expertise in an accessible and interactive way.

Following the panel discussion, there is room for networking, allowing students and professionals to connect in an informal setting.

Practical information

Date: November 17, 2026

Location: Sint-Coletakerk, Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be



Behind the Game: Sport, Creators & Business

About this event

AFC Gent presents 'Behind the Game: Sport, Creators & Business', an engaging event exploring the business behind modern sport. Through keynote talks and a panel discussion, students gain insight into sport marketing, sponsorships, fan engagement, media, content creation, and personal branding.

The event will bring together professionals from sports clubs, brands, agencies, and the creator community, and will conclude with a networking moment. For participating companies, this event offers a valuable platform to **connect with motivated students**, strengthen employer branding, and **showcase expertise** in a fast-growing industry.

Practical information

Date: February 17, 2027

Location: KapittelZaal, Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be



Women in Leadership & CEO insights

About this event

Despite progress across many sectors, women remain underrepresented in top leadership positions. In our “Women Leaders & CEO Insights” panel, we bring together **four inspiring women** who have built successful careers across different industries.

They will **share** their **personal experiences, insights and challenges** on the road to leadership, while discussing topics such as career development, leadership, overcoming barriers and balancing a demanding career with personal well-being.

The panel will be moderated by an independent moderator, followed by an opportunity for students to connect and network with the speakers in an informal setting.

Practical information

Date: March 24, 2027

Location: Belvédère Boekentoren, Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

Workshops

During their academic career, students often acquire a large range of knowledge and hard skills. However, the value of **soft skills** should not be underestimated for students' professional and personal development. Under the '**Learn**' pillar of AFC, we offer various workshops to **motivated students**. These workshops are organized around a certain theme; bundled in a 'track', or as single workshops about a particular topic. That way, students can refine their soft skills in their field of interest.

The workshops are set up **in small groups of around 25 students** to optimize the transfer of competencies. This also increases the approachability and interaction with the speaker. Each workshop is followed by a small reception where the students and the speaker can get to know each other, exchange knowledge, share interests and expand their network. AFC guarantees **quality** and **professionalism**.

This year we are looking for companies offering workshops around a broad range of soft skills.



Together reaching our goals



Content

Your **company's story** enhances the students' experience during our themed events.



Quality label

Your company underwrites a **certificate** that materializes the students' development.



Funding

As a non-profit, our team requires **financial support** to organize these events.

YOU



AFC

Interaction with selected and **motivated students** proving soft skill development.



25 students



Company Presentation

As our guest speaker your **company** is put in the spotlight.

Personal **information** and **CV** from selected students.



Information



Social Media Presence

Several **posts** on our **social media** channels.

Crack the Business Case

About this workshop

The Business Case gives students the opportunity to experience how consultants approach complex business problems in practice. During this interactive workshop, students work in teams on a realistic business case, where they identify key issues and develop a strategic solution. Throughout the session, students are guided by experienced consultants who **provide insights** into consulting methodologies and problem-solving approaches. The workshop concludes with team pitches, allowing students to present their recommendations and receive valuable feedback from professionals.

This format enables students to strengthen their analytical thinking, teamwork and presentation skills in a realistic business environment.

Practical information

Date: First semester

Location: Ghent

Participants: 50 students

For further information, please contact shikeb.mahjor@afcgent.be

Mastering Assessments

About this workshop

The 'Mastering Assessments' workshop introduces students to the different stages of modern recruitment processes, with a **specific focus on assessment centres and selection procedures**. During the workshop, students experience typical assessment exercises used by companies, including analytical tests, group exercises and other selection methods. Professionals **share** their **expertise** on what recruiters evaluate and provide students with practical advice on how to prepare effectively for future applications. Additionally, students have the opportunity to receive personal feedback on their CV, helping them better understand how to present themselves during the recruitment process.

Practical information

Date: First semester

Location: Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

The Art of Risk Management

About this workshop

How do companies respond when unexpected challenges arise? During this **interactive business simulation**, you'll step into the role of a company's management team and face a series of realistic business scenarios. Together with your team, you'll assess risks, evaluate different courses of action and make strategic decisions under time pressure. As new developments unfold, you'll need to adapt your strategy and justify your choices. Guided by industry professionals, you'll **gain valuable insights** into risk management, crisis management and decision-making while experiencing how today's business leaders navigate uncertainty.

Practical information

Date: Second semester

Location: Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

The Investment Challenge

About this workshop

What makes a company worth investing in? During the Investment Challenge, you'll discover how professional investors analyse businesses before making investment decisions. Working in teams, you'll evaluate a company's financial and strategic information, identify its strengths, weaknesses and growth potential, and determine whether it represents an attractive investment opportunity. You'll then present your investment recommendation to a professional jury, who will challenge your arguments and provide expert feedback. This workshop offers a **unique introduction to investment analysis and private equity** while strengthening your analytical thinking, financial insight and presentation skills through an engaging, hands-on challenge.

Practical information

Date: Second semester

Location: Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

PROJECTS

After 13 years of gained experience and knowledge in Leuven, four years ago AFC launched its Projects branch in Ghent. This branch offers **workshops** and **consulting projects** to students.

Last year, we organised three major events that engaged and challenged our student community. **The Sustainability Challenge** encouraged students to develop innovative solutions for pressing environmental issues, fostering creativity and critical thinking. In the **AFC Data Challenge**, in collaboration with Everest Analytics, participants sharpened their data-analytical skills by tackling real-world business problems using advanced analytics. The **Coca-Cola Case Night** was a standout success, attracting a large number of enthusiastic participants and providing them with valuable experience in solving complex business cases under time pressure.

Through these events, we continued to promote themes such as **sustainability** and **(young) entrepreneurship**, while helping students enhance their **public speaking**, **business**, **management** and **analytical** abilities.



Together reaching our goals



Certificate

Students materialize their experience by a **certificate** signed by you and our consultancy partner.



Coaching sessions

A real-life **consulting case** for the students to solve.



Funding

As a non-profit our team requires **financial support** to organize these projects.

YOU



AFC

We provide an **implementable solution** for your problem.



Case to solve



Teambuidling

We organise a **teambuilding** for all participants to have an informal meet and greet with your recruiters and your consultants.

As our client we can provide you all sorts of **visibility** on our events, social media...



Brand building



25 High Potentials

Participating students are carefully **selected** by our **application process**.

Possible projects

As motivated high potential students from various disciplines are carrying out the projects, the **range** of possible **projects** is **wide**. We will therefore gladly discuss the possibilities of a project for the client. Past years, AFC realized projects in the following **areas of expertise**:

Legal



- Accountancy & IAS/IFRS
- Organizational structure

Investing



- Portfolio management
- Strategy case

Finance & Accountancy



- Investment analysis
- PE case
- M&A case
- Solvability analysis

Production & Logistics



- Production planning
- Inventory planning
- Inventory management

IT



- Digital marketing
- Data cases

Marketing



- Market research
- Brand health check

Strategy & Innovation



- Business modelling
- Feasibility study
- Location survey
- Break-even analysis

HRM & Organisation



- Compensation & benefits
- Improving organizational structure
- Changing business culture

Company Visit x Case Night

About this project

An evening where students get to experience a company from the inside. The event combines a guided office tour, **an interactive company case** and a networking reception. Students work in teams on a real-life business challenge and get the opportunity to discover the company, its culture and its way of working.

The event takes place during the first semester, allowing students to get to know the company before starting their internship and job applications in the second semester.

Practical information

Date: First semester

Location: Company office

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

Company Visit x Case Night

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An evening where students get to experience a company from the inside. The event combines a guided office tour, **an interactive company case** and a networking reception. Students work in teams on a real-life business challenge and get the opportunity to discover the company, its culture and its way of working.

The event takes place during the first semester, allowing students to get to know the company before starting their internship and job applications in the second semester.

Practical information

Date: First semester

Location: Company office

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

AI Prompting

About this project

An **interactive project** focused on the practical use of AI and effective prompting. Students learn how AI is currently being used in the professional world and discover how to write effective prompts to get better results.

After the introduction, students put their knowledge into practice through a short AI prompting case, where they experiment with different techniques and applications.

Practical information

Date: Second semester

Location: Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

Save the Company! – Case Night

About this project

Teams of students will compete to solve a challenging real-life business problem. They will analyze the situation, develop innovative solutions and present their recommendations to a professional jury. **Strategic thinking, creativity** and **teamwork** are key.

The case can be based on a real challenge within a company, allowing students to work on a realistic business situation. The evening concludes with a professional jury session, award ceremony and certificates for the participants.

Practical information

Date: Second semester

Location: Ghent

Participants: TBD

For further information, please contact shikeb.mahjor@afcgent.be

PARTNERSHIPS

AFC Ghent enters its eighth year of existence. Mountains were moved last year and mountains will be moved this year **to build and expand AFC Ghent**. We passionately pursue our effort to assist students in **bridging the gap** between the academic and the professional world. We believe your company has the right profile to **join us in our effort**.

Reaching out to your company which both **fits the AFC-DNA** and the selected topics, we carefully crafted our ideas, mission and values into concrete partner proposals. By doing so, we match our students' and your company's needs whilst creating added value for both.

In our experience, most companies face one of two challenges: they are not sufficiently visible among students, or they struggle to find the talented students needed to fill their internships. Our partnership offer is built around exactly that. We work with **three types of annual partnerships**: one tailored to **building brand awareness** among students, one tailored to **talent acquisition and internship recruitment**, and a third that **we configure together** with you if neither of these reflects your situation. Each of these guarantees a considerable degree of visibility among students from several faculties, and as a multi-faculty student organization we are able to reach the specific profiles your company is looking for. We look forward to devising a partnership that enables a durable cooperation between AFC Ghent and your company.

Packages

Brand Awareness

Maximum visibility within
AFC community

- Story posts
- Posts op sociale media
- Logo op merch/goodies
- Eigen banner
- Speciale vermelding partner op website

Talent acquisition/ internships

- E-maillijst
- CV-lijst
- Posts op sociale media
- Link naar vacatures/stages
- Speciale vermelding partner

Zelf te configureren

Keuze 1	Pijler	Hoeveel mensen wil je bereiken?
Keuze 2	Package	Vrij naar keuze

Add-ons

Sociale media posts	Story posts
	Sociale media posts
	Link naar vacatures/stages
Merchandise	Logo op merch
	Eigen banner
Website	Speciale vermelding partner
Recruitment	E-maillijst
	CV-lijst

Past achievements and partners

GDF SUEZ



McKinsey
& Company



Deloitte.



ExxonMobil



KEARNEY

DURACELL®



THALES



IMMOWEB

"Due to their creative approach and continuous devotion, the AFC team realized results that exceeded our expectations.

We would enthusiastically embrace a follow-up project."

"I am very impressed by the results, the level of professionalism and the outcome in just a few weeks time!
Thank you to all the team!"

**Best JE project
Europe 2018**



**Junior Enterprise
Europe 2019**

CLOSING WORD

We hope to have convinced you of our capability to be your gateway towards students in Ghent for both your visibility and recruitment opportunities. Hopefully our contact can develop into a great collaboration that will benefit you, AFC and our promising Ghent students. Please do not hesitate to contact us in case of further questions.



Contact

President

Noah Douchy

noah.douchy@afcgent.be

+32 472 31 66 46

Linkedin

ER Manager

Shikeb Mahjor

shikeb.mahjor@afcgent.be

+32 492 41 04 27

Linkedin



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