

Corporate Relations

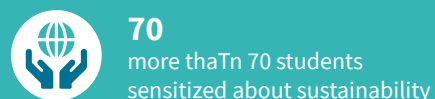


Entrepreneurship

VentureLab activities



Sustainable



- **Creation of Enactus Liège**
Enactus is a community of 72,000 students, spread over 37 countries
- **The international Philippe de Woot Award, 2020 Edition**
The international competition, initiated by UCL, organized and hosted in Liège by HEC
- **Nudge Challenge 2020 @HEC**
Consumer Behaviour - Master in Management, specialization in International strategic marketing
- **HEC's Informatic room upgraded**
41 new more performant computers for the big informatic room

Digital transformation



News

- 9 press releases
- 10 university columns in La Libre Belgique
- 457 news articles: 246 feature & prominent articles, 211 HEC Liège quotations in the press which makes 38 appearances monthly. For the last 12 months, over 20 feature & prominent articles have been edited monthly
- 3 issues of SPIRIT of Management Magazine
- 2 new brochures
- **Studies promotion events:**
3 exhibitions abroad, 3 sessions in secondary schools, 4 Open Door Days, 5 Masters information sessions, 3 days of open courses
- 8 newsletters
- 40 This Week @HEC Liège
- 32 press reviews
- 3 new video presentations

Response to Covid-19



Mission

HEC Liège fosters real-life education and research in economics and management for the benefit of our local community and the wider society.

Values

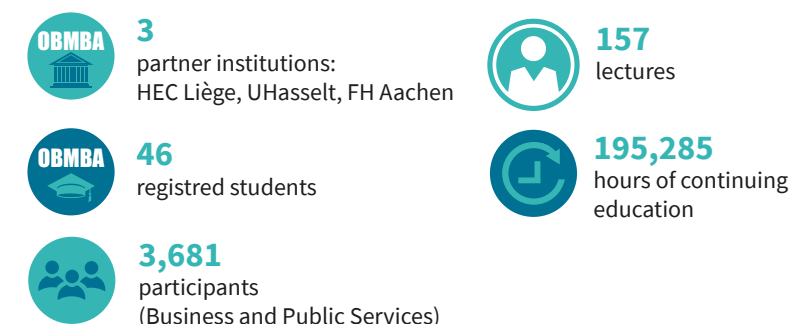
Ethics
Multiculturalism
Respect for diversity
Highest standards in design and execution
Personal development
Social responsibility
Critical thinking

ANNUAL REPORT 2020

Education



Executive Education



Laying the foundation stone of the new campus



HEC will grow with several important changes full of promise. The new buildings will be at the forefront of new technology to emphasize learning, the well-being of students and work in autonomy but will also be part of a perspective of sustainable development through the use of raw and healthy materials. There will be parking for bicycles.

Research

HEC Research aims to foster active interdisciplinary collaborations around three transversal themes – sustainability, digital transformation and entrepreneurship – in order to generate transformative research with high impact on HEC’s seven strategic research fields and with a concrete influence on the socio-economic environment of the school.

Asset & Risk Management

Economic Analysis & Policy

Social Enterprise & Business Ethics

Sustainable Performance: Tax, Audit & Accounting

Changing Workplace & Strategic HRM

Supply Chain Management & Business Analytics

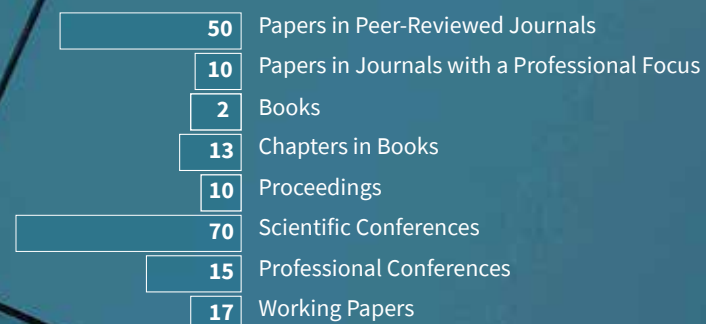
Marketing & Service Innovation

SUSTAINABILITY

ENTREPRENEURSHIP

DIGITAL TRANSFORMATION

Publications



110
FTE Researchers

4
PhD defenses

36
Basic research projects funded

40
Applied research projects funded

Alumni Network

16,200
Alumni worldwide

95%
our of Alumni Professionally active within the 1st year after graduation

2,461
fans of HEC Liège Alumni

38,4%
work abroad after 1 year

5,469
HEC Liège Alumni contacts on LinkedIn

102
countries where alumni reside



A new campus for a bigger impact

77,521€ of donations - Increase of 79%
 240 private donors - Increase of 32%
 57 different Alumni promotions from 1952 to 2019
 203 Alumni have a seat in our 500-seat auditorium
 108 Alumni have their name on our Wall of Fame

www.hec-levelup.be

International

150
partner universities

81
outgoing Erasmus students

98
internships abroad

88
incoming Erasmus students

318
international master students

23
available double degrees

27%
international Master students

= 75
nationalities



64%
Of our partners are internationally accredited

14%
of our partners are Triple Crown holders (EQUIS, AACSB, AMBA)

19
different nationalities among our teaching Faculty

Partner Universities
A diversified network



45
Non-EU

105
EU

Social Media

2,839 subscribers (+ 26%)

11,620 fans (+ 17%)

14,501 followers (+ 19%)

5,146 subscribers (+ 5%)

125,167 viewings (+ 15%)

HEC in Asia

215 new students registered in 2020
 3 Online business games played in China
 1 Online seminar

Asian Digital Tour in 2020:
 - Wuxi
 - Shanghai
 - Taipei
 - Shenzhen
 - Hong Kong

