

IN THIS NEWSLETTER

MSc students in Shanghai

Executive MBA students did their final exams in March

European attachment for MBA students from Ghana

European attachment from Outreach partner in Peru

Executive MBA students from Rwanda in Maastricht

MSM and Turkish TOBB University sign collaboration agreement

MSM and ISSAT sign contract for joint MBA program in Albania

Executive MBA graduation in Yemen

Scenario Based Planning course in Surinam

Successful completion Project Appraisal and Management program

Study visit members Bogor Agricultural University Indonesia

Refresher Course Philippines - Managing Development Projects in Asia

Markus Baum: Doctor of Business Administration

MSc Plunge at MSM

Inauguration of the Alumni Chapter in India

Alumni Meeting in Nigeria (Lagos)

Alumni Chapter Inauguration in Uganda, a great success

Nepal: MSM Alumni winners of the Nike and Ashoka's Game Changers competition

Round Table Indonesia - new project for SDC

Expert Seminar at MSM - Promoting Sustainable Global Value Chains: The Role of Governance

Round Table Africa - In Joint Effort to Economic & Business Development in Tanzania

Message of The Board of Trustees

Ambassador Kazakhstan visits MSM

MSM, HOTIAD and TOBB University launch Fellowship Program

Upcoming events

15 June 2009:

Submission deadline
Papers Expert Seminar
[More info..](#)

13-23 July 2009:

Refresher Course India

21-30 August 2009:

Refresher Course South Africa

10 September 2009:

MSM Graduation

12-22 October 2009:

Refresher Course Zambia

MAASTRICHT PROGRAMS

MSc students in Shanghai

Suzanne Wassenberg - MSc student



Finally... on April 3, 2009 the MSc class was ready to go to Shanghai! For the non-Chinese students it was a time, we had been really looking forward to. And of course for the Chinese students it was time to go back to their home country and visit their friends and family again.

After a long but comfortable flight we arrived in Shanghai on Saturday morning April 4. For most students it took some days to get used to the life in Shanghai; the people, the food, the environment, the facilities... everything was different! But already in the first week we had some time off, so the Chinese students decided to go to their home town and the other students went to Beijing. Here we had a very nice hotel and in the morning the hotel even served a Western breakfast. This was very appreciated by some people. We visited all the important sights of the city, like the Great Wall, the Forbidden City, Summer palace etc. Beijing is a totally different city than Shanghai, more traditional and more history, but it was absolutely worth it and we really enjoyed our time there.

Back in Shanghai, we went to SMU and followed the following two courses: Global Supply Chain Management and International Marketing. As expected, the teaching style and the facilities of a Chinese university is not to compare with The Netherlands, but also this was a unique experience.

We spent our spare time in the city center of Shanghai or to visit some other cities like Suzhou and Hangzhou. Besides that, we (especially the girls) did a lot of shopping, we improved our bargain skills a lot ;) and some students really liked to try some typical Chinese food. After four weeks living in Shanghai we were all sad to leave Shanghai again.

It was a unique and absolutely great experience, which we will never forget! And I am sure that some students will visit Shanghai again, as a tourist or as an employee to gain international work experience!

[<< back to top](#)

Executive MBA students did their final exams in March

In March the EMBA students have taken their final exams at MSM. With these exams the program of the first Executive MBA intake has come to an end and the students are now fully engaged in finalizing their thesis before the graduation in September.

The Executive MBA in International Business is a part-time 2-year modular program offered jointly by MSM and Cologne Business School. The program targets mid-career professionals and is designed to enable its participants to combine full-time job responsibilities with studying an international MBA program. Read more about the program [here](#).

[<< back to top](#)

OUTREACH

European attachment for MBA students from Ghana

In May, participants of the first MBA program conducted at the Regional University College of Science and Technology (RUCST) from Ghana are visiting Maastricht. The group consists of 27 students and they are staying at MSM from May 10 to 21, 2009. Dr. Jacques Brook will deliver “Corporate Global Strategy” and Mr. J. van het Ooster will give a presentation on “Importance of Strategy in turbulent times”. The group will visit OCE and the European Commission in Brussels.



[<< back to top](#)

European attachment from Outreach partner in Peru

From May 24 until June 13 a group of 34 students, following the MBA Program at Centrum – Pontificia Universidad Católica del Perú, will be staying in Maastricht for their 3 week attachment at MSM. This year it is the eight consecutive time that students from Peru will take courses at MSM: Dhruba Lahiri will teach “Business in the Global Arena”, and Silvio de Bono will take care of the subject “Leadership, Change and Responsibility”. The group has work visits at Deloitte, Hotraco, and the Dutch Railways (NS). They will also visit the European Commission in Brussels for an introductory presentation.

[<< back to top](#)

Executive MBA students from Rwanda in Maastricht

A group of 14 participants of the first intake of the Executive MBA in collaboration with the Private Sector Federation in Kigali, Rwanda will travel to MSM to start with their 7th Module, which is schedule from May 25 till June 19, 2009. The group is divided into 2 specializations, International Business and Corporate Strategy and Economic Policy and will take several courses within these specializations.

[<< back to top](#)



MSM and Turkish TOBB University sign collaboration agreement

On April 26, 2009, Maastricht School of Management signed a collaboration agreement with the Turkish TOBB University of Economics and Technology.

Mr. Halim Mete, Deputy Chairman of the Board of Trustees of TOBB University visited MSM in Maastricht to conclude and sign the agreement. Under the agreement MSM and TOBB will jointly deliver an MBA program in Ankara. The first students are expected to enroll in this program in autumn 2009.

TOBB university is known as a young, enterprising and ambitious organization and MSM is very proud to welcome this university to her global network of academic partners.

[<< back to top](#)

MSM and ISSAT sign contract for joint MBA program in Albania

The Chairman of the Board of Trustees of the Maastricht School of Management, Mr. René van der Linden, visited the ISSAT Institute in Tirana, Albania, on Thursday April 9, 2009.

This visit was covered by the local media. Mr. van der Linden held a press conference organized by ISSAT and he also had meetings with the following persons: Mr. Genc Pollo (Minister of Education), Ms. Josefina Topalli (Chairman of the Parliament of Albania), Mr. Sali Berisha (Prime Minister) and Mr. Kastriot Islami (member of Parliament).

MSM has signed a contract with ISSAT for a joint MBA program and the first intake is expected to start this year.



[<< back to top](#)



Executive MBA graduation in Yemen

On the April 2, 2009 eighteen EMBA students graduated at the Center of Business Administration in Sanaa, Yemen.

They are the first graduates of the CBA/MSM EMBA program in cooperation with Sanaa University. A special milestone in the history of Sanaa University since the CBA/MSM EMBA program is the first and only international accredited program in Yemen. The official graduation took place under auspices of Dr. Ali Mohammed Mujawar, Prime Minister of Yemen. More than 500 guests, business people, ministers, ambassadors as well as an MSM delegation attended the event.

The official graduation day was followed by an EMBA teambuilding activity on April 3. EMBA students and professors went to Kokoban area where, at a height of 3500 meters above sea level, they participated in a 6-camp themed 'competing in the global arena'. The graduation festival concluded with a business seminar called "Sinking or Swimming in the Global Arena" on April 4.

[Read more....](#)



[<< back to top](#)

EXECUTIVE PROGRAMS

Scenario Based Planning course in Surinam



From March 16 -20 and April 20 -23 MSM in cooperation with the FHR Lim A Po institute organized a short course on Scenario Based Planning (SBP) for Managers from Surinam private and public organizations. Dr. Leo Kerklaan and Mr. Cris Zomerdijk conducted the two modules in Paramaribo for a total of 27 participants.

In the first module Leo Kerklaan dealt with the concept of SBP and the transition to practice and its related issues, whereas in second module Cris Zomerdijk taught the participants to act as an implementation manager of SBP focusing on motivational and behavioral aspects. Participants developed scenarios and formulated strategic implications to be implemented in their own organization. A combination of theory, practice and group work was highly appreciated and kept the interest high of everybody in the group.

[Read more...](#)

[<< back to top](#)

Successful completion Project Appraisal and Management program

On April 9, 2009 - after 12 weeks of hard study - the second group of the students of the Executive Program Project Appraisal and Management (PAM), successfully graduated. Besides attending the lectures and having different work visits, students worked on various assignments. The integrating assignment of this course - "case in action", was developed in close cooperation with executives from Rijkswaterstaat (the Dutch Directorate for Public Works and Water Management), bringing the reality of complex infrastructural projects of today right into the classroom at MSM.

For this assignment, all 20 students, coming from 10 different countries were divided in five teams and presented their proposal to their "client" Rijkswaterstaat (RWS). Each team represented a consultancy company, specialized in communication. The winning team was team four, On Time Consulting, consisting of team members Joseph Ngove, Roux Sampati, Dionisia Mpango and Tadesse Gebaye who saw their efforts rewarded with a well deserved prize: a celebration cake and a gold medal of honor.

[Read more...](#)

[<< back to top](#)





Study visit members Bogor Agricultural University Indonesia

From April 20 to May 8, 2009 a group of 15 participants – staff members of the Agribusiness department from Bogor Agricultural University from Indonesia - visited MSM for a 3-week study program.

This study program, financed by the Netherlands Government through NUFFIC was designed in cooperation with Kassel University from Germany.

The overall objective of this tailor made program is to contribute to the development of institutional capabilities in the marketing and educational services and the reform of the course curricula at the Agribusiness department.

First part of the study visit was conducted at MSM and the second part of their visit in duration of 5 days was facilitated by Kassel University from Germany.

[Read more...](#)

[<< back to top](#)

Refresher Course Philippines - Managing Development Projects in Asia

From April 17-26, the Maastricht School of Management (MSM) in close coordination with Northern Iloilo Polytechnic State College (NIPSC), represented by the NIPSC president Mr. Joel Limson, organized a NUFFIC sponsored refresher course for NFP-alumni in Asia. Apart from the chance for alumni to brush up on their knowledge of project management this course also offered a chance to refresh contacts with fellow MSM alumni in the region. MSM is offering 3 more NUFFIC sponsored refresher courses in 2009: in India, South Africa and Zambia. A total of 19 alumni from the Philippines, Vietnam, Indonesia and Thailand attended the training program in the Philippines: Managing Development Projects in Asia.

During 10 intensive course days, the different phases in the project management cycle and the activities that need to be done in these phases were looked at, including the tool of Logical Framework Analysis. Different project management skills that are needed within these phases such as leadership skills, communication skills, proposal writing skills and an understanding of team dynamics were also part of the program.

[Read more...](#)

[<< back to top](#)



DOCTORAL DEPARTMENT

Markus Baum: Doctor of Business Administration

On Friday April 17, 2009 Markus Baum from Germany obtained his Doctoral title Degree from the Maastricht School of Management. He successfully defended his thesis 'Customer Relationship Management von Automobilzulieferern'.



[<< back to top](#)

MARKETING AND COMMUNICATIONS

MSc Plunge at MSM

On Saturday May 9, 2009 the so-called "MSc Plunge" was organized at the MSM campus in Maastricht. With one-full-day immersion in International Business, potential students were provided with an insight into the highlights of the MSc program. Although the focus of the day was at the promotion of our Master of Science Program, there was also serious interest in our MBA programs. After a welcome in the Business Lounge, an introduction on MSM and on the MSc program was given by Ms. Ellen Narinx, program Manager Maastricht Programs and Mr. Huibert de Man, Academic Coordinator of the MSc program.

With a vivid lecture in Business Dynamics, Mr. Joris Stadhouders started the program. The following lectures in Corporate Social Responsibility (Mr. Joop Remmé), Strategy (Mr. Jacques Brook) and Cross Cultural Management (Mr. Huibert de Man) gave our visitors a taste of what to expect when studying at MSM.

Finally, the group toured the MSM premises, ending at Hotel Randwyck where the day was concluded with an informal drink.

We are looking forward to welcoming a number of the MSc Plunge participants to our MSM programs in the near future.

[<< back to top](#)

ALUMNI



Inauguration of the Alumni Chapter in India

On April 4, 2009 MSM together with the Chapter Representative and MSM DBA candidate, Ms. Priyanka Jayashankar organized the first Alumni Gathering in Gurgaon nearby New Delhi, India. During this gathering the official inauguration of the Chapter took place.

The Indian alumni chapter inauguration was repleted with back-to-back sessions chaired by corporate members. The alumni chapter got off to an auspicious start, as Muhammed Afzal, the senior program official of the Press and Cultural Affairs department of the Netherlands Embassy, lit a brass lamp in keeping with the Indian tradition. [Read more...](#)

[<< back to top](#)

Alumni Meeting in Nigeria (Lagos)

Maastricht School of Management together with the Alumni Chapter Coordinator (Lagos Unit) Mr. Felix Olawore are proud to announce that on Saturday April 18, 2009 an Alumni Meeting took place in Lagos, Nigeria.

Topics of the meeting were: registration of contact members, setting up guidelines for the official Nigeria Alumni Chapter, development of a chapter website, launching of one joint alumni chapter with the unit in Abuja and funding the secretariat of the chapter.

[<< back to top](#)



Alumni Chapter Inauguration in Uganda, a great success

The Alumni Chapter Inauguration in Uganda held on March 22, 2009 in Kampala was a great success. An attendance of 40 participants from the PhD, MBAs (both full time Maastricht and Outreach) and Executive Programs made the inauguration of the alumni chapter remarkable and indeed memorable. The event was organized by Ms. Jannet Opio, MSM alumna, Uganda Chapter Coordinator and Senior Consultant & Co-ordinator OD & HR and by Ms. Oana Cipca, MSM Alumni Officer.

Ms. Jannet Opio about the lecture: "It was a well developed presentation which we all enjoyed - indeed it was a refresher for us!!"

[Read more...](#)

[<< back to top](#)

Nepal: MSM Alumni winners of the Nike and Ashoka's Game Changers competition

Empowering Women of Nepal (EWN) and 3 Sisters is honored to have been voted as one of the winners of Nike and Ashoka's Game Changers competition! The award includes a \$5,000 grant and Nike's recognition and support. Lucky Chhetri, Dicky Chhetri and Nicky Karki, three Nepalese sisters are pioneers in the field of female trekking guides. Since 1994, they have worked towards empowering women in Nepal.

Lucky and Nicky followed Executive Programs at MSM. [Read more...](#)



[<< back to top](#)

SUSTAINABLE DEVELOPMENT CENTER



Round Table Indonesia – new project for SDC

MSM and Bogor Agricultural University have signed the contract for the new project 'Round Table Indonesia'. This multi-annual project will contribute to the improvement of a sustainable business and investment climate in the Indonesian agricultural sector by strengthening the knowledge capacity, formulating concrete investment opportunities and facilitating partnerships. This is done by:

- Strengthening the intellectual capacity and tools in Indonesia for applied research and consultancy on Business and Development in the Agricultural sector (set-up MBA specialization)
- Identifying investment opportunities and critical constraints in the agricultural sector through value chain analyses.
- Facilitating multi-actor partnerships and implementation of the best investment opportunities.
- Stimulating knowledge distribution and networking among all relevant stakeholders, in Indonesia and beyond.

During the first week of May Dr. Ir. Arief Daryanto, Director of the Management Programs at Bogor Agricultural University has visited MSM. During several meetings he could discuss particulars about the Round Table Indonesia program and further cooperation possibilities with MSM.

[<< back to top](#)

Expert Seminar at MSM - Promoting Sustainable Global Value Chains: The Role of Governance

The Sustainable Development Center (SDC) of Maastricht School of Management (MSM) and the Working Group on Industrialization Strategies of the European Association of Development and Training Institutes (EADI) will organize an expert seminar at MSM on November 26 and 27, 2009.

Researchers interested to present a paper that addresses theoretical, empirical and policy issues related to the seminar theme are invited to submit an abstract by June 15, 2009. A selection of papers will be published in 2010.

[Read more...](#)

[<< back to top](#)

Round Table Africa - In Joint Effort to Economic & Business Development in Tanzania

Round Table Africa and the Dutch development organization SNV have signed a memorandum of understanding for cooperation in supporting economic and business development. In joint effort they will provide capacity development services for livestock, oilseeds, tourism, as well as other value chains.

In broad terms the partnership aims to improve

- Opportunities for business and industry growth along the entire value chains of the agreed sectors/industries
- The performance of industry associations through improved strategic planning and lobbying
- Livelihoods of farmers through increased productivity, income and employment.

The cooperation provides opportunity and infrastructure to support sustainable economic and business development in the Eastern and Southern African region.

[<< back to top](#)

SUSTAINABLE DEVELOPMENT CENTER

Message from the Board of Trustees

The Board of Trustees and Professor Ronald S.J. Tuninga, PhD have agreed that Professor Tuninga will terminate his assignment as Director Dean of the Maastricht School of Management with effect from May 1, 2009. Professor Tuninga has worked at MSM since August 2003. He may remain associated with certain MSM assignments within the global MSM network. The Board of Trustees has appointed Professor Ben P.Th. Veltman, D.Sc. as Acting Dean. Professor Veltman has had a long and most distinguished academic career, in the latter years as Rector of the University Delft and Chairman of the Board of Twente University. He also served for many years as a respected member of MSM's Board of Trustees.

[<< back to top](#)



Ambassador Kazakhstan visits MSM

Collaboration opportunities between MSM and Kazakhstan

On May 7, 2009 Mrs Mainura S. Murzamadiyeva, Ambassador of Kazakhstan to The Netherlands, paid a visit to MSM to meet with The Board of Directors.

One of the topics on the agenda was the collaboration with the International Academy of Business (IAB), who has been a partner in the MSM global network for several years. The visit provided an excellent opportunity for both parties to strengthen the ties and to explore opportunities for further collaboration between MSM and Kazakhstan.

[<< back to top](#)

MSM, HOTIAD and TOBB University launch Fellowship Program

Amid great press interest, Maastricht School of Management, HOTIAD and TOBB university officially launched the Dutch Turkish Friendship Fellowship Program on April 26, 2009. The agreement was signed during the European Top Conference for Turkish Entrepreneurs, an event that was organized by the Holland Turkish Businessmen Association (HOTIAD) on the premises of Maastricht School of Management. The fellowship program enhances student exchange between The Netherlands and Turkey. Initially, five fellowships will be made available, all covering the full tuition fee of the programs concerned. [Read more...](#)



[<< back to top](#)

www.msm.nl | info@msm.nl