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## Upcoming events

**13 -23 July 2009:**

Meet & Greet Tanzania

**21 - 30 March 2010:**

Refresher Course South Africa

**10 September 2009:**

MSM Graduation

**17 -18 September 2009:**

DBA Symposium

The DBA: Rigor and Relevance

**12 -22 October 2009:**

Refresher Course Zambia

## MAASTRICHT PROGRAMS



### **Last spaces available for September Intake of the MSc in Management in International Business!**

If you have a bachelor's degree and little to no working experience, and you want to gain an international outlook, you should check our Master of Science in Management in International Business.

This English-language course starts in September 2009. Twelve months later you will not only have gained significant intercultural experience, but you will also know precisely which strategic considerations constitute the foundation of international success. The MSc is an intensive program, with an international class, in which you get to spend a month in Shanghai – the economic center of the Far East, where MSM has excellent contacts.

For more information please contact [admissions@msm.nl](mailto:admissions@msm.nl) or take a look at our website and register online on [www.msm.nl](http://www.msm.nl)

### **MSM adds new specialization to its residential MBA program: Hotel and Tourism Management**

MSM Master Programs Department is proud to announce a new specialization for its residential MBA program: Hotel and Tourism Management. This program will be taught in alliance with the Maastricht Hotel Management School (a faculty of the Hogeschool Zuyd). Since its foundation in 1950, Maastricht Hotel Management School has built up an excellent reputation both at home and abroad.

The field of Hotel and Tourism Management is also not unfamiliar to MSM: the International Programs Department has an open enrollment program on Sustainable Tourism Development and has conducted several projects related to tourism management in different continents.

Also several of the participants in our regular degree and non degree programs have a background in tourism or tourism management.

The new specialization will start in September 2009. It will bring the total portfolio of MBA specializations to five: Hotel and Tourism Management, Corporate Strategy and Economic Policy, Accounting and Finance, International Business and Management of Information Systems.

For more information about this specialization, please contact Ellen Narinx (Manager Maastricht Programs Department) at [narinx@msm.nl](mailto:narinx@msm.nl)

## OUTREACH

### **MBA Graduation Ceremony 2009 in Kuwait**

On Sunday May 10, 2009 Kuwait Maastricht Business School (KMBS) held its 2009 MBA Graduation Ceremony in the magnificent setting of Al-Hashemi, the hold of the world's largest Dhow.

In total 142 students from KMBS saw two years of hard work awarded with an MBA degree.

The graduation took place under the auspices of Her Excellency the Minister of Education and Higher Education, Nouriyah Sabeeh Al-Sabeeh.



Read more:



### **MSM visits academic partner SIM in Vietnam**

From 30 June to 2nd July 2009, Ms. Amy Wang, Director Outreach Programs and Ms. Regina Moen, Manager Outreach Programs at MSM, paid a visit to MSM's longstanding partner School of Industrial Management (SIM) in Ho Chi Minh City, Vietnam.

The purpose of the visit was to attend the Board Meeting at SIM and to discuss further cooperation and development of the joint MBA program.

During the successful meeting also the development of a joint DBA program has been discussed.

*Photo, from left to right: Ms. Le Thi Thuc (Program Manager SIM), Dr. Le Nguyen Hau (Dean of SIM), Mr. Nguyen Hoang Chi Duc (Senior Lecturer at SIM) and Dr. Hans Stoessel (Academic Advisor)*

## EXECUTIVE PROGRAMS

### **Successful completion of five Executive Programs**

In June and July MSM celebrated the closing ceremonies of five Executive Programs.

On June 26, 59 participants ended their 3 week courses in Change Management, Training for Impact and Business Dynamics.

The closing ceremony for the Organizational Culture and Management program was held on July 3. During 3 weeks the 12 participants coming from 10 different countries have been equipped with the knowledge and management skills to handle complicated organizational performance topics in today's volatile business environment.

On July 9, the 12 week programs Marketing of Services (MOS) and Managerial Control and Management Information Systems (MCMIS) came to an end. After several group assignments, work visits, real life cases for the VVV (Tourism Information Office) and IKEA and after finalizing their back home action plans, the 54 participants received their well-deserved diplomas.

During the ceremony the participants showed a very nice photo impression on their experiences at MSM in Maastricht.

MSM hopes that all the participants have arrived home safely and wishes them all the best for the future.



#### **Project Development and Management Course in Damascus, Syria**

Last February (11-13 February) and April (3-5 April 2009), the 4th and 5th sessions of the training course Project Development and Management (PDM), was delivered by a team of trainers of the Maastricht School of Management.

The PDM course is organized by the Netherlands Institute of Academic Studies in Damascus (NIASD) together with the Danish Institute in Damascus (DID), and gives 15 Syrian participants, working in small to medium sized organizations, the opportunity to improve their skills with regard to the various elements of the project cycle. The course consists of seven training sessions, session 6 is planned for June and the final training session will take place in August 2009.

Beside a lot of opportunity for discussing the projects and project progress of the different participants topics of the training sessions 4 and 5 were project start up, leadership, project monitoring, use of indicators and evaluation, reporting, project management structures and roles, stakeholder management, and managing conflict in project implementation.

For more information on this course or other activities of MSM in Syria, please contact Mieke van Riet at [riet@msm.nl](mailto:riet@msm.nl) or Patrick Martens at [martens@msm.nl](mailto:martens@msm.nl).

### **Last places available for two new Executive Programs starting in autumn 2009!**

Upgrade your managerial talent with MSM Executive Education and check out following new programs which will start in autumn 2009:

#### **Financial Management for Non-Financial Managers**

The program is specifically designed for managers in non-financial areas who want to understand the financial impact of their business decisions and who want to be able to interpret financial data. This 3-week interactive program will equip you with the tools and techniques to better understand the fundamentals of finance in your organization. You will learn the basics of the financial environment, how to analyze them and how to understand corporate finance in a strategic context. The program is held from November 6 - 29, 2009. For more information or to apply online, see:

<http://www.msm.nl/Programs/Executive-Education/Open-Enrollement/Financial-Management-for-Non--Financial-Managers.aspx>

#### **Leadership and Management for Higher Education Institutions**

The higher education sector worldwide is facing a series of policy and institutional reforms, challenging its traditional set-up and organization. This 3-week program prepares leaders of higher education institutions for their leadership role in the transformation of their academic institution. Through the highly interactive approach of the program you develop a broad set of leadership and governance skills to successfully guide your organization through the process of institutional reform. The program is held from November 27 - December 20, 2009. For more information or to apply online, see:

<http://www.msm.nl/Programs/Executive-Education/Leadership-and -Management-for-higher-Educational-Institutions.aspx>

## **DOCTORAL DEPARTMENT**

### **Elham Kamal Metwally: Doctor of Business Administration**

On June 10, 2009 Ms. Elham Kamal Metwally obtained her degree of Doctor of Business Administration. She successfully defended her thesis The Effect of Managing Change through Information Technology to Achieving Strategic Competitiveness for Private Banks in Egypt.



<http://www.msm.nl/Introduction/News/ News-Archive/Elham-kamal-metwally:-doctor-of-business-administration.aspx>



### **Hsing-Er Lin: Doctor of Business Administration**

On June 23, 2009 Ms. Hsing-Er Lin from Taiwan obtained her degree of Doctor of Business Administration. She successfully defended her thesis "The Impact of Senior Leadership and Organizational Culture on Innovation in Taiwanese Companies".

<http://www.msm.nl/Introduction/News/News-Archive/Hsing--Er-Lin:-Doctor-of-Business-Administration.aspx>

### **DBA Symposium**

#### **The DBA: Rigor and Relevance, 17–18 September 2009**

Following the success of last year's event, the Association of MBAs is delighted to present the next DBA Symposium, entitled The DBA: Rigor and Relevance. This event focuses on the presentation and discussion of research and its significant contribution to professional practice. It provides a platform for supervisors and faculty to share thoughts, ideas and experiences.

This important and timely event will also be of value to those considering DBA study, DBA graduates, and institutions interested in launching a DBA programme.

For more information, please click

[http://www.mbaworld.com/index.php?option=com\\_content&view=article&id=289&Itemid=311](http://www.mbaworld.com/index.php?option=com_content&view=article&id=289&Itemid=311)

## **ALUMNI**

### **MSM alumni become Business Partners**

The story of Mr. Matias Miao, Outreach MBA alumnus and Senior Consultant at InterChina Consulting in China and Mr. Amit Behera, Executive Program alumnus and Managing Director of Oripol Industries Limited in India shows the connectivity of the alumni network and the eagerness of our alumni to help one another.

Mr. Amit Behera about his collaboration with Mr. Matias Miao: *"I have been in touch with Mr. Matias Miao, since I got his mail after the MSM General Gathering event in Maastricht in May 2008. He lives in China and works for an international consultancy organization. I run my company in India, with manufacturing and trading/exports activities. We have been talking of using Matias's expertise and contacts in China for business development of my company."*



<http://www.msm.nl/Introduction/News/Latest-News/MSM-alumni-become-Business-Partners.aspx>

## SUSTAINABLE DEVELOPMENT CENTER

### **Research project for DSM completed**

In 2008 the Sustainable Development Center (SDC) has been asked by DSM, a Dutch multinational in the chemical sector, to conduct a qualitative study on the market introduction of a product developed in line with DSM's Base of the Pyramid (BoP) strategy for India. In order to inform this BoP venture, and assist DSM in creating an appropriate business model for the product, SDC has conducted an analysis of distribution networks and market segments using a value chain perspective and methodology. In doing so, it has sought to address the following question: Where and how can DSM create the most promising value chain for its BoP product in order to maximize the value delivered to the end-consumers as well as benefit from this improved access and value adding? In the last months, a more fine-grained market segmentation has been developed. Also, the distribution networks of several reference products were quantified, drawing analogies that have shed light on the main research question of the project. The outcomes delivered by SDC have assisted DSM in creating a successful business model.

### **Peace, Security and Development (PSD) Network: Working group Multi stakeholder processes, service delivery and state institutions**

On June 2-3 the members of the working group on "Effectiveness and legitimacy of state-building" participated in a write shop hosted by Maastricht School of Management, member institute of the PSD Network. The aim of the two-day program was to stimulate the development process of the theoretical framework for the research. Next to fruitful discussions, creative thinking and getting to know each other, the intensive sessions resulted in a change in the project's title and research questions. The new title of the working group is: Multi stakeholder processes, service delivery and state institutions, Research in the context of the Peace, Security and Development Network.

The working group will focus on the following research question:

How do multi-stakeholder processes (MSPs) for the improvement of service delivery affect the performance and governance of those services and how does this affect the effectiveness and legitimacy of state institutions? Currently, the analytical framework is being further developed. This fieldwork is expected to kick-start in September 2009, performed in cooperation with local research partners. The first case study will be in Ethiopia.

## FACULTY

### **Professor Eno L. Inanga Nominated Member of Editorial Board**

The Institute of Chartered Accountants of Nigeria (ICAN) has nominated Professor Eno L. Inanga, Emeritus Professor of Accounting and Business Finance, to serve as member and reviewer of the Editorial Board of The Nigerian Journal of Accounting Research (NJAR). In a letter conveying the nomination to Professor Inanga, the Institute's Director of Research said, "...It is our firm belief that as a distinguished scholar of international repute, with vast experience in accounting, business finance, and related fields, your contribution would be of great benefit to the board and the Institute as a whole..."

Professor Inanga has already reviewed two submitted articles for the journal. Their titles are:

- (i) 'Determinants of Foreign Direct Investments in African and Non-African Emerging Markets'
- (ii) "Expectation Gap in Securities and Exchange Commission (SEC)'s Code of Best Practice on Corporate Governance in Nigeria'.



### **Prof. Truong Quang talks about global integration, competitiveness and human resources in Vietnam**

The Center for Vietnamese and South East Asian Studies (CVSEAS) met with Prof. Dr. Truong Quang from the Maastricht School of Management when he gave an interesting talk on the topic "Global integration, competitiveness and human resources in Vietnam" to many lecturers, researchers and students of Universities of Social Sciences and Humanities on the morning of May 21, 2009.

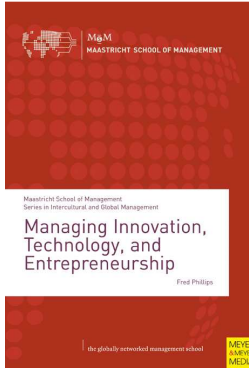
Read more: <http://www.cvseas.edu.vn/en/tintuc/98>

## MSM CORPORATE NEWS

### **Fellowship officers visited MSM**

On Thursday May 28, 2009 a group of 11 fellowship officers of Royal Netherlands Embassies from various countries have visited MSM as part of the program they had with Nuffic. During their visit they had fruitful discussions with MSM staffmembers. After the meeting they enjoyed an informal lunch where they also had the opportunity to meet current MBA and EP students from their countries. The visit concluded with a tour around the MSM campus.





### **MSM launches new book in MSM Series in Intercultural and Global Management**

MSM launched the 4th issue in the MSM series in Intercultural and Global Management. The book *Managing Innovation, Technology and Entrepreneurship* takes a completely international approach to the three subjects – innovation, technology and entrepreneurship – and fits well with the compressed curricula in modern MBA programs.

The book truly reflects Maastricht School of Management's global reach and mission. Its contributors hail from Australia, Canada, China, France, Ghana, Italy, the Netherlands, New Zealand, Peru, Taiwan, Thailand, Turkey, USA and Vietnam. The chapters, cases, and passages they contribute involve companies in most of these countries, as well as enterprises in Russia, Finland, and Mexico.

<http://www.msm.nl/Introduction/News/News-Archive/msm-launches-new-book-in-msm-series-in-intercultural-and-global-management.aspx>

### **Chairman of MSM Board lectures Students about Europe**

On June 2, MSM MBA, MSc and EP students were invited to a lunch lecture by Mr. René van der Linden, Chairman of the Board of Trustees of MSM. As member and former President of the Parliamentary Assembly of the Council of Europe, Mr. Van der Linden lectured his international audience about the history of and the reasoning behind the Council of Europe and the European Union.

Topics like the need for investment in human capital, the role of the EU in the development of emerging economies and developing countries, cooperation in climate change, intercultural and inter-religious dialogue and the basics of peace, prosperity and stability were raised. The lecture was followed by a vivid Q&A session where our students seized the opportunity to discuss matters concerning their home countries with Mr. Van der Linden.

