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## Upcoming events

**18 March 2010:**  
Meet & Greet Tanzania

**20 March 2010:**  
MSM Open Day

**1 April 2010:**  
CSR Seminar

**22 May 2010:**  
Alumni Gathering Vietnam

## MSM Corporate News

### MSM welcomes news dean, Professor Peter P. de Gijzel

Professor Peter P. de Gijzel has been appointed the new dean of the Maastricht School of Management as of January 15, 2010. He succeeds Professor Ben Veltman, who was the interim dean since May 2009. On 1 October 2009, De Gijzel was appointed dean of the Maastricht Graduate School of Governance (part of Maastricht University). In his position as dean of both institutes, De Gijzel will explore the opportunities for far-reaching collaboration.



To read more: <http://www.msm.nl/Introduction/News/Latest-News/Peter-de-Gijzel-new-dean-of-Maastricht-School-of-M.aspx>

### Guest lecture by Mr. René van der Linden

“Do not let the past be a blockade for the future”. This advice was one of the key points during Mr. René van der Linden’s guest lecture on “The role and significance of the European Union” on Monday February 8, 2010. Mr. van der Linden, chairman of the Board of Trustees of Maastricht School of Management and president of the Dutch Senate, started the lecture by explaining that one of the main reasons for more integration within Europe was to ensure peace after the Second World War.



To read more: <http://www.msm.nl/Introduction/News/Latest-News/Guest-lecture-Mr--Rene-van-der-Linden.aspx>

### Carnival at MSM

On the occasion of Carnival MSM surprised its students with an orange scarf to keep them warm during the Carnival celebrations in a freezing Maastricht. The scarfs were handed out by the MSM Prince of Carnival together with his Adjutant.



To see a video impression of this event, click [here](#)

## Maastricht Programs

### **MSM and Hoge Hotelschool Maastricht agree on collaboration**

On Monday February 22, 2010 the Director Dean of MSM, Prof. dr. Peter P. de Gijssel and drs. Ad M.G. Smits, Faculty Director of the Hoge Hotelschool Maastricht signed the collaboration contract between both institutes that creates the fifth specialization in the Maastricht MBA program, Hotel and Tourism Management.



MBA students can now choose to specialize in Corporate Strategy and Economic Policy, Accounting and Finance, Management of Information systems, International Business or Hotel and Tourism Management. The first students have already started and are expected to graduate in September 2010.

Read more at: <http://www.msm.nl/Introduction/News/Latest-News/MSM-and-Hoge-Hotelschool-agree-on-collaboration.aspx>

### **MBA Trip to EU Commissions**

by Mona Singh, MBA 26 student

The MBA class at MSM had a great opportunity to visit the EU Commissions in Brussels on February 12, 2010. We boarded the buses in the crisp early morning at 7 am and had a very entertaining ride to Brussels while eating our breakfast packages provided by MSM. When we arrived shortly after 9 am, we were welcomed by Mrs. Isabelle Van Keirsbilck who gave us a brief introduction and seated us in the conference room. The first presentation was given by Mr. Jo Van der Cappellen who gave a 75 minute speech on the “Institutions of the European Union – the State of the Union.” We then had a short coffee break where we mingled and had a chance to stretch our legs and take some pictures. After our break, the second presentation was given by Mr. Phillipe Cuisson, the Deputy Head of Unit Europe and Central Asia, on “The EU’s Trade Policy.” Both presentations were very interesting and we were given the opportunity to ask any questions we had. Visiting the European Commission was a great experience.

After attending the presentations we were able to explore the beautiful city of Brussels for the remaining part of the day until our buses came to pick us up at 19:00 hrs. It was great being able to bond with classmates during the day and being able to do that in the heart of Belgium made it a wonderful and memorable experience.



### **MBA Facility Management in Spain**

At the invitation of the Spanish Business School ESERP, nine students of the MBA Facility Management visited Barcelona and Madrid. The main subject of the study trip was Real Estate (RE) and Facility Management (FM), but attention has also been given to outsourcing and the implementation of a Shared Service Center (SSC). The group was led by Professor Jan van Dalen and Professor Leo Laanen. On top of several discussions about the subjects of this study trip, the participants had prepared presentations. The interest was very high: more than 700 Spanish MBA students attended the presentations. Especially the field experience of the facility managers was highly appreciated.



Read more: <http://www.msm.nl/Introduction/News/Latest-News/MBA-Facility-Management-in-Spain.aspx>

### **Annual Seminar on Corporate Social Responsibility at MSM**

On Thursday, April 1, 2010, the 7th annual seminar on Corporate Social Responsibility will take place at MSM. Corporate Social Responsibility and Business Ethics are an integrated part of the MBA and Master of Science in Management curriculum. The intention of the day is that MSM students engage in discussions with representatives from the international business community. The students can learn from and ask (critical) questions to members of companies or industries that are active in their countries. On the other hand, the guests from the business community can also learn from the questions and experiences that the students have to offer.

In the morning, there will be a plenary session focusing on papers that have been written by the students. In the afternoon students can attend workshops, where the invited representatives from the business community will give a short presentation on their organization's CSR related activities. For this edition we expect representatives from Unilever, Shell, Heineken, Eon, Rabobank, ING and the Province of Limbourg. The day will be closed with an informal drink.

## **Outreach**

### **IAB Kazakhstan visits MSM**

On Monday February 22, 2010 Mr. Ozat Baiserkeyev, the new Dean of the MBA department at the International Academy of Business (IAB) in Almaty, Kazakhstan, visited MSM in Maastricht to discuss the program setup and partnership between IAB and MSM. He also met with our new Dean, Professor de Gijssel, who indicated that he would pay a visit to Almaty in the near future.

### **CBA Celebrates Graduation Second Intake Executive MBA**

Under the auspices of Prime Minister, Mr. Ali Mujawar and under the motto of "Development to Change", Center of Business Administration (CBA), Sana'a University in Yemen and Maastricht School of Management in the Netherlands held the graduation ceremony for 25 graduates of the second intake of the Executive Master of Business Administration Program on Thursday January 28, 2010. Deputy Prime Minister for Interior Affairs Sadiq Amin Abu Ras, Minister of Higher Education and Scientific Research, Dr. Saleh Ba-Surrah, Rector of Sana'a University Dr. Khaled Tamim, ambassadors of Netherlands, Syria, Lebanon and Ethiopia, representatives of a number of other embassies in Yemen, business people, professors and VIPs attended the ceremony, which was held at Sana'a University's Jamal Abdul-Naser Hall.



Read more: <http://www.msm.nl/Introduction/News/Latest-News/CBA-Celebrates-Graduation-Second-Intake-Executive-.aspx>

### **10<sup>th</sup> Anniversary of FHR Institute of Social Sciences**

On March 9, 2010 the FHR Institute of Social Sciences in Surinam celebrated its 10th Anniversary. In 2000 Mr. Hans Lim A Po founded the institute as a living monument to his father Frederik Hendrik Rudolf Lim A Po, who was known as a fierce advocate of life long learning.

FHR's collaboration with MSM dates back to 2003 and currently the 6th intake of the joint MBA program is running.

FHR Memorial Day on March 9, which also marks the birthday of Mr. Frederik Hendrik Rudolf Lim A Po, was celebrated with FHR staff, students and alumni



## Executive Programs

### **GSM and PDM participants successfully end their Executive Program**

On Friday February 5, 2010 MSM celebrated the closing of two 3 week Executive Programs, Strategic Management (GSM) and Project Identification, Development and Management (PDM). After sharing 3 intense weeks of interactive learning the 39 participants received their well deserved certificate.

In the GSM program the 17 participants, originating from 11 different countries, not only learned how to design the best strategy for their organization's particular aims, but also how to make this strategy work. The PDM program trained its 22 participants with 12 different nationalities how to manage complex capacity building projects effectively.



Read more: <http://www.msm.nl/Introduction/News/Latest-News/GSM-and-PDM-participants-successfully-end-Executiv.aspx>



### **Carnival in Maastricht - Reflections of Thamara from Sri Lanka**

From February 13 to 16, Maastricht transferred into a swinging, singing and colorful city full of people dressed-up in the most hilarious costumes: Carnival hit the city again.

Also MSM students dived into the festivities and enjoyed this special experience. Thamara Deepani Deekirikewage Dona from Sri Lanka, participant of the 12 week Financial Management course, describes her impression of the Carnival celebrations in Maastricht as follows:

*"The carnival festival was a great experience to me. It looks like everybody is participating in this event. All family members even including babies still in their baby buggy decorated in a colorful way, are wearing colorful costumes. All are in festive moods, singing songs, dancing and drinking, some wearing masks and others with painted faces in different colors. Some people are dressed up in shocking and terrifying costumes, possibly to attract attention and to scare people. Participating in the parade, the "Carnivalists" do not mind the freezing, cold weather at all. I noticed that most of the participating families and groups are wearing the same colors and costumes, which really looks so beautiful....it was indeed an amazing experience to witness this typical part of the culture of the Maastricht people."*

### **ASCI group India visits MSM**

From February 23 till 26, the Administrative Staff College of India (ASCI) visited MSM with a group of 21 top managers from the Steel Authority of India (SAIL). The group, under the guidance of Professor Pandey, was in Europe for work visits to complete an Advanced Management Program held in Hyderabad. The content of their program consists of Business Environment, Strategies for Value Creation, Measuring and Managing Performance, Preparing for future leadership, and Outbound exercises. On the morning of Tuesday February 23, the opening session at MSM started with a word of welcome and a short introduction to the Netherlands. Work visits were arranged to Arcelor Mittal, Banque Central du Luxembourg in Luxembourg, the European Commission in Brussels and Corus Steel in IJmuiden.



Read more: <http://www.msm.nl/Introduction/News/Latest-News/ASCI-group-India-visits-MSM.aspx>

## **Alumni**

### **Gender Equality and Empowerment of Women in Nepal**

MSM alumnus Mr. Hem Kumar Gnawali is one of the contributors to the Gender Equality and Empowerment of Women (GEEOW) project in Nepal. The project is owned by the government and aims to reduce poverty in the rural areas by empowering poor women and members of other disadvantaged groups, such as ethnic and low-cast women. As Chief of Financial Administration Section, Mr. Gnawali is responsible for the financial management of the project. He also supervises the implemented activities of the district teams and checks if this is going according to the approved annual plan.



To read more about this project and Mr. Gnawali's experiences:

<http://www.msmalumni.nl/Introduction/News/Latest-News/Gender-Equality-and-Empowerment-of-Women-in-Nepal.aspx>



### **Meet the MSM Dean in Tanzania**

Maastricht School of Management Alumni Association together with Mr. Tobias Swai, Alumni Chapter Coordinator in Tanzania organizes a dinner party in Dar es Salaam on March 18, 2010. MSM will be represented at the dinner by our Director Dean, Prof. dr. Peter P. de Gijzel and the Director of the Sustainable Development Center, Mr. Diederik P. de Boer. The dinner is sponsored by the MSM Alumni Association. Our Tanzanian alumni can register their attendance by emailing the Alumni Officer, Ms. Oana Cipca at [alumni@msm.nl](mailto:alumni@msm.nl) before March 14. MSM Alumni Association is looking forward to welcome its alumni in Dar es Salaam on March 18.

## Sustainable Development Center

### **Refresher Course Research Methods in Arusha**

In February 2010 a Refresher Course on Research Methods was organized for the DBA students of the Round Table Africa Program. Twenty students from Southern and Eastern African countries came to ESAMI Business School in Arusha (Tanzania) to follow the training workshop which was taught by Prof. Robert Goedegebuure and Jakomijn van Wijk. The students who already successfully defended their MPhil thesis or are about to do so were invited to refresh their knowledge on quantitative and qualitative research techniques. Besides lectures and group assignments, individual meetings were arranged to further discuss the research proposals in detail. This was an enjoyable and fruitful week in which students working on similar topics or adopting similar research strategies intensively exchanged ideas, knowledge and literature. The workshop thus allowed the DBA students to reflect on their methodology and sharpen and adjust their research proposals accordingly. The defense of the MPhil theses is scheduled for June 2010.



### **The Partnerships Resource Centre**

In 2009 The Partnerships Resource Centre (PRC) was founded by the Expert Center on Sustainable Business & Development Cooperation (ECSAD). The Sustainable Development Center (SDC) as part of ECSAD is co-chairing the research trajectory on value chain partnerships. Within this framework several research proposals were elaborated by SDC staff members during the last weeks. The Partnerships Resource Centre will generate and disseminate knowledge on development partnerships and facilitate closer cooperation amongst the public and private sectors, civil society and research centers, to contribute to achieving the Millennium Development Goals of sustainable economic development in developing countries. Apart from ECSAD partners, the steering committee includes Dutch development NGOs and Dutch companies. The PRC operates on a five years budget (2009-2013), financed by the Dutch Ministry of Foreign Affairs.

For more information: [portal SDC – resource projects](#)

## Faculty

### **New publication by Professor Eno L. Inanga**

Professor Eno L. Inanga, Emeritus Professor of Accounting and Business Finance at the Maastricht School of Management together with Dilip Kumar Sen published the article "Creative Accounting: A Case Study and Global Dimensions of the Phenomenon". The article was published in the ABWA Journal. Volume 1, No.3, ISSN No.2006 – 4136, pp 27-42



Read more: <http://www.msm.nl/Introduction/News/Latest-News/News-publication-by-Professor-Eno-L--Inanga.aspx>



### **Budding entrepreneurs - Article for MBA Review by Dr. Stephanie Jones**

Dr. Stephanie Jones, Associate Professor of Organizational Behavior, published the article "Budding Entrepreneurs". The article has been published in the MBA Review, issue July 2009, page 28 - 31.

In this article Dr. Jones looks into the connection between MBA students and Entrepreneurship and the reasons why many MBA graduates are interested in becoming budding entrepreneurs.

<http://www.msm.nl/Introduction/News/Budding-Entrepreneurs.aspx>

## Marketing & Communications Department

### **MSM at Master's Fair in Utrecht**

On February 26 and 27 MSM participated in the Master's Fair in Utrecht. At this annual fair several Dutch and foreign higher education institutes present their Master programs. This year's edition attracted a remarkable number of visitors and MSM enjoyed a lot of attention for its programs, mainly for the one year Master of Science in Management program. All the students with an interest in this program or one of the other MSM programs are welcome to visit MSM at the Open Day on March 20, 2010.



### **MSM Open Day on March 20, 2010**

On Saturday, 20 March 2010 Maastricht School of Management (MSM) and its international students welcome you to our campus in Maastricht.

Meet with MSM staff and students and obtain detailed information on the content of our programs, admission requirements and the application process and share first-hand experiences from our students. To see the full program and to register, click [here](#)

Visit us on March 20 and discover how an MSM degree can help to shape your future!