



MSM MAASTRICHT
SCHOOL OF
MANAGEMENT



Maastricht University

Career and Personal Development Track (CPDT)

Academic Year 2025-2026

Career and Personal Development Track (CPDT)

The Career and Personal Development Track (CPDT) is a holistic approach that empowers students to grow personally, professionally, and socially through three key pillars.

Personal Development

This pillar focuses on building self-awareness and fostering professional growth. Through interactive workshops and activities, students gain a deeper understanding of their strengths and areas for improvement, and learn how to apply them effectively in their careers. Topics such as stress management, interpersonal communication, and presentation skills help students establish a solid foundation for long-term success.

Career Development Skills

Here, students prepare for the professional world with practical, hands-on training. They learn to craft strong CVs and motivation letters, refine their interview techniques, and build confidence in networking. The programme also develops essential workplace skills such as negotiation, improvisation, and time management, ensuring graduates are ready to excel in any professional environment.

Societal Awareness and Social Networking

This pillar encourages students to engage thoughtfully with the broader world. They explore important topics like sustainability, climate change, gender bias, and cultural sensitivity, deepening their understanding of global challenges. Students also connect with professionals and companies through gamified learning experiences, interactive challenges, networking events, and MSM's Corporate Week.



Calendar Academic Year 2025-2026

2025	Activity	Pillar (Personal, Career, Societal and social)	Who
22 September 2025 - 3 October 2025	Introduction Weeks Presentation: Introduction to Career Services	All pillars	MBA + Master in Management
	Presentation: Support Services and Are You Okay	Societal and social	MBA + Master in Management
	Presentation: Mentorship for MBA	Societal and social	MBA
	Workshop: Presentation Skills	Career Development Skills	MBA + Master in Management
	Workshop: Time and Stress Management	Personal Development	MBA + Master in Management
	Workshop: Improvisation Skills	Personal Development	MBA + Master in Management
	Workshop: CV Writing	Career Development Skills	MBA + Master in Management
	Workshop: Who You Are Matters Board Game	Personal Development	MBA + Master in Management
	Workshop: Sustainability Day	Societal and social	MBA + Master in Management
	Recent graduates-new students networking event	Societal and social	MBA + Master in Management
8 October 2025	Workshop: NLP - Interactive Situational Communication training	Personal Development	MBA + Master in Management
16 October 2025	Mentorship matchmaking mixer	Societal and social	Full-time MBA
10-12 November 2025	Peer Group Sessions	Personal Development	MBA
11-13 November 2025	Peer Group Sessions	Personal Development	Master in Management
12-14 November 2025	Maastricht Business Days	Career Development Skills	MBA + Master in Management
25 November 2025	International Afternoon	Societal and social	MBA + Master in Management
1 December 2025	Christmas Market Aachen	Societal and social	MBA + Master in Management
8 December 2025	Workshop: Career planning MM	Career Development Skills	Master in Management
8 December 2025	Workshop: Career planning MBA	Career Development Skills	MBA
14 December 2025	MSM SDG Challenge Kick-off	Societal and social	MBA + Master in Management
2026			
February	MSM SDG Challenge: Sprint Days	Societal and social	MBA + Master in Management
February	CV Book	Career Development Skills	MBA + Master in Management
21 February 2026	Carnaval Celebration	Societal and social	MBA + Master in Management
20 February 2026	Workshop: Personal Branding: Elevator Pitch and Networking	Career Development Skills	MBA + Master in Management
5 March 2026	MSM SDG Finals	Societal and social	MBA + Master in Management
8 March 2026	International Women's Day	Societal and social	MBA + Master in Management
27 March 2026	Student-Alumni Randstad Event	Societal and social	MBA + Master in Management +alumni
13 April 2026	Job Searching Workshop	Career Development Skills	MBA + Master in Management
22 April 2026	Earth Day	Societal and social	MBA + Master in Management
TBC	Climate Fresk	Societal and social	MBA + Master in Management
26-27 May 2026	Online Workshop: LinkedIn (UM Career Services)	Career Development Skills	MBA + Master in Management
28 May 2026	Second Peer Group Sessions	Personal Development	MBA + Master in Management
28 May 2026	Workshop: Corporate Week Preparation	All pillars	MBA + Master in Management
1-5 June 2026	MSM Corporate Week	Career Development Skills	MBA + Master in Management
8 September 2026	Alumni Presentation	All pillars	MBA + Master in Management

Dates are subject to change. Additional sessions may be added throughout the year.

Introduction Weeks

The introduction weeks provide the ultimate opportunity to get to know each other, to be introduced to key contact persons at MSM, to find your way around your study location at the Tapijn-kazerne and to discover the city of Maastricht. The introduction weeks also offer workshops to develop skills that will help the students during their study, like presentation skills and improvisation skills. In addition, a special day is contributed to sustainability and the Sustainable Development Goals (SDGs) to make the students aware of these and to introduce them to the SDG challenges which they can take part in during their studies. As the students will often have to work together in group assignments, team-building is an important element of the introduction weeks as well. On several occasions the students practice their team working skills, including during an outdoor team-building event.

I have had a lot of fun during the MSM Introduction Weeks. I come from a technical background so I have never been able to experience any of these teambuilding activities, building connections, an introduction to presentation skills and so on. I also got to meet my fellow classmates from various cultures who take with them many diverse perspectives, which is definitely going to help me expand my horizon. I am looking forward to a great year ahead.

Rohan Xavier (India)
MSM full-time MBA student

Support Services and Are you Okay

The Support Service session will highlight the support services offered by both MSM and UM. The Are you Okay session introduces the topic of sexually transgressive behavior, aiming to engage and activate students in promoting sexual safety and well-being. The session covers prevention strategies, how to be an ally, and support options available at the university, emphasizing the importance of peer involvement in creating a safer campus environment. This is an initiative by the Social Safety Programme at Maastricht University in line with the LTAY Manifesto from Amnesty International.

Mentorship for MBA

MSM uses 'mentorships' as a tool to make its MBA students familiar with the Dutch way of living and doing business. In return, professionals from Dutch companies, governmental institutions or MSM alumni participating in the mentorship programme get personally acquainted with foreign business cultures and expertise.

I would definitely recommend taking part in the MSM Mentorship programme. In my opinion, you should grab every opportunity that is coming your way to network with professionals in the Netherlands. Of course, it will only work if you make time for it and turn it into an opportunity for yourself. Transparency with your mentor in regards with what you expect from the mentorship programme and scheduling timely meetings is key.

Harinya Yadav (India)
MSM full-time MBA alumna

Presentation Skills

This presentation skills session gives a brief overview of how to approach presentations, lay-out tricks and using slides that stand out, creating order from chaos, story-telling techniques and performance tips.

Time and Stress Management

This is a 3-hour workshop which covers stress causes, symptoms and strategies how to deal with stress, including time management tips.

Improvisation Skills

This improvisation skills workshop helps students strengthen agility, communication, and confidence in fast-moving professional environments. Through interactive improvisation activities, participants practice quick thinking, active listening, and collaborative problem-solving, all essential skills for leadership and team dynamics. Students leave with practical tools to enhance presence, adaptability, and impact.

CV Writing

This workshop teaches students how to make their CVs stand out, errors to avoid, and how to make their CVs more relevant to the job market.



What was most useful for me as part of the Career and Personal Development Track (CPDT) was becoming more aware of where I was in the process of gaining the relevant soft skills. Participating in the track made me more self-aware, and I left many of the workshops with an understanding of who I was and in what ways I could grow to be a healthier, stronger professional. This track taught me that soft skills are worth investing in and that the professional world is moving towards a time where they are recognised more and more.

Abigail Daley (United States)
MSM Master in Management alumna

Board Game: Who you are matters

“Who You Are Matters!” is more than just a game. It helps players answer important questions about their career and life: “What’s next for me? What’s most important to me now? What possibilities would I enjoy?”. Using the power of storytelling and story listening Who You Are Matters! Sparks meaningful and structured conversations that build a deeper understanding among players.

Sustainability Day

As part of the Introduction Weeks, students are introduced to the topic of sustainability and its relevance for their future careers. They are encouraged to cultivate a sustainable mindset throughout the academic year, and this first session demonstrates how MSM supports that development. Through a series of highly interactive workshops, students debate, explore, and pitch sustainability ideas, gaining insight into the complexities of sustainability, particularly within a corporate context.

Recent graduates - New students networking event

At the start of the Academic Year, this networking event brings together recent graduates and new students to build connections across cohorts. Participants will share experiences, exchange insights, and expand their professional network in a relaxed, welcoming setting. The event is designed to foster community, encourage mentorship, and spark meaningful conversations. It’s an ideal opportunity to meet future collaborators, industry peers, and friends as you begin your programme.

Workshop NLP - Interactive Situational Communication training

This session focuses on the human side of communication, exploring how personality, empathy, and adaptability influence the way we connect and collaborate with others. Participants will learn to recognize and refine their own communication style and develop the skills needed to work effectively with colleagues, managers, clients, and even family members. The session also covers how to communicate confidently across different roles, cultures, and contexts while strengthening both written and face-to-face interactions. In addition, it prepares participants to approach interviews, promotions, and new professional environments with greater clarity and confidence.

Mentorship Matchmaking mixer

The Mentorship Matchmaking Mixer brings together Full-Time MBA students and their prospective mentors for an engaging first introduction. In a relaxed, informal setting, students will have the opportunity to meet multiple mentors, learn about their experiences, and explore potential mentoring connections. The event is designed to spark meaningful conversations and help students identify the guidance and support that best aligns with their goals. It’s an ideal starting point for building impactful mentor-mentee relationships throughout the MBA journey.

Peer group sessions

MSM students are divided into “peer groups” consisting of 4-5 students per group, mixing backgrounds, nationalities, genders, experiences, and age. These peer groups are used throughout the CPDT for the various group discussions, starting already in the introduction weeks. Additionally, there are 2 peer group development sessions per year. The goal of the first session is to talk about your personal development, starting from the introduction weeks, the learning experiences you had so far, and the ideas that you have about your future, as the start of a concrete action plan to make the most of your year at MSM. In the second session, we look back at the growth of each student through their various curricular and extra-curricular activities during their year at MSM. Additionally, the second session is used to discuss future plans more concretely.

Maastricht Business Days

The Maastricht Business Days is SBE's flagship student-led recruitment event, bringing together hundreds of students and leading companies for two days of professional development and networking. Through workshops, interviews, and interactive sessions, participants gain valuable insights into diverse industries and explore potential career paths. The event also fosters strong connections across the SBE community, uniting students, alumni, and recruiters in an engaging and collaborative environment. It's an exceptional opportunity to build your network, develop your skills, and take meaningful steps toward your future career.

International afternoon

Since MSM is the most international business school in the EURegion, it would be a pity not to make use of this. During the International Dinner, every student cooks a dish from their home country and brings it to MSM so that classmates, professors and staff can enjoy an exotic evening together, and learn about the different foods and cultures through this gastronomical experience.

Christmas Market Aachen

Experience one of the region's most charming holiday traditions. Stroll through beautifully decorated stalls, enjoy seasonal treats, and soak in the cozy Christmas atmosphere with fellow students. This relaxed outing is a great way to unwind, explore a nearby historic city, and connect with your peers before the winter break.

Career Planning

The interactive Career Planning Workshop helps students reflect on their goals, strengths, and future aspirations. Through self-awareness activities, such as exploring their personal “why,” identifying their Ikigai, and recognising career fears or constraints, students begin shaping a clear vision for their professional path. They also learn how to set meaningful SMART development goals. By working with the Career Action Plan Template and engaging in peer discussions, students translate their insights into concrete next steps, preparing them to move from exploration to action later in the academic year.

CV Book

Every year, the MSM CPDT staff works with the students through CV trainings to create the MSM CV Book. The CV Book contains the CVs of our current full-time MBA and Master in Management students - a diverse pool of international top talents. The MSM CV Book is sent to MSM's Corporate Partners, MSM's extensive network of mentors and shared with companies interested in MSM's student profiles.

The MSM SDG Challenge

The mission of the SDG-Challenge is to connect and mobilise students and organisations to work together on the Sustainable Development Goals (SDGs) of the United Nations (UN). These goals are set to combat climate change and to reduce the inequalities in the world. Teams of MSM MBA and Master in Management students, are matched with a leading company to work together on an SDG-Challenge of the company. During the Sprint Day, the team visits the business partner and works on the SDG-Challenge in a one-day “pressure-cooker” environment. The final solutions are presented during the MSM SDG Finale: a competitive yet festive presentation of all solutions, with prizes for the Jury Award and Audience Award.

Carnaval

A convivial moment to enjoy Maastricht's version of Carnaval, together with classmates and staff.

Personal Branding: Elevator pitch and networking workshop

This workshop focuses on developing essential skills for effective networking and crafting a strong elevator pitch. Through interactive exercises, attendees will refine their personal branding, learn to make lasting impressions, and improve their ability to present themselves in various networking situations. This workshop aims to enhance participants' overall presence and make the most of each networking opportunity!

International Women's Day

On International Women's Day, we at MSM celebrate the achievements, courage and persistence of the women in our educational programmes. They are all making significant sacrifices to prepare themselves for their future leadership roles. Every year we focus on the yearly International Women's Day theme, in various ways.

Student-alumni Randstad event

It has become a yearly tradition to host an annual MSM “Randstad Netherlands” Alumni-Student get-together. It is an opportunity for current students to meet past students, and for the alumni to reconnect with classmates and network with other alumni from previous years.

Job Searching Workshop

This workshop covers 2 important elements of job searching namely 1) practical tips and tricks to help you in being more efficient when job-hunting and 2) how to prepare for an interview, what to expect and some “do’s and don’ts” to be aware of.

Earth Day

We mark Earth Day with a dedicated event or interactive workshop. These initiatives encourage students to engage with pressing environmental challenges and to consider the role sustainability plays in leadership, innovation, and responsible decision-making. As future managers and business leaders, students gain valuable perspectives on how environmental awareness shapes long-term value creation, organisational impact, and global responsibility. Earth Day offers a meaningful opportunity to learn, exchange ideas, and connect sustainability with real-world business practice.

Climate Fresk

Climate change is a complex problem that affects us all, but it is still very badly understood by the general population. We don’t have much time, but by understanding the challenge we can take our response to the next level. Climate Fresk prompts participants to take constructive action to help tackle climate change.

Our ambition is to create a network of people that is growing exponentially who can pass on this quality climate education in order to reach a social tipping point that will help guide us to a low carbon world.

LinkedIn workshop

How do I extend my network through LinkedIn? How do I search for suitable jobs on LinkedIn? Which picture do I choose for my profile on LinkedIn? Which privacy settings should I mostly be aware of? These questions and many more will be answered during the LinkedIn workshop. The workshop helps participants to start using LinkedIn the right way. At the end of the workshop you know which key elements of LinkedIn are crucial and how you can strengthen your professional network using LinkedIn. Participants will also learn how to find and use the alumni tool and groups on LinkedIn and will be provided with a list of do’s and don’ts using LinkedIn.

The MSM Corporate Week was an invaluable experience that provided a wealth of knowledge and connections. This experience has enriched my MBA journey and offered me valuable insights that will continue to shape my professional path. I know the insights and relationships formed during this week will serve as key drivers for my professional journey.

Johanna Galindo Ruiz (Guatemala)
MSM full-time MBA alumna

Corporate Week

During the MSM Corporate Week, MSM’s MBA and Master in Management students are able to explore the ideal professional environment for them after their studies. The students discuss their career goals with alumni and attend several workshops designed to prepare the students for the job market.

Some workshop highlights are Personal Branding: How to sell yourself, Negotiation Skills and Effective Communication in Management. The Corporate Week also gives students the opportunity to attend several company presentations to get to know the company representatives coming from various companies and industries. The week concludes with an Alumni Inspiration Day during which recent alumni share their tips and tricks and job searching experiences.

The MSM Corporate Week was a great way to really bind together everything that we’ve learned through the year. All the different topics from different courses came together and were relative in some way to each corporate partner that presented to us. Each presentation had its own merits. Even the companies that did not appeal at first to my personal interests managed to intrigue me in some way. Moreover, some companies I had never heard of before had me immediately looking up vacancies because I was so impressed by their company culture or their industry!

Dixon Block (Canada)
MSM Master in Management alumnus



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