

## Maastricht School of Management: PROMISING INTELLECTUALLY EXCITING LEARNING ENVIRONMENT WITH OUTSTANDING ACADEMIC STANDARDS FOR FUTURE LEADERS

Netherlands has always been a constant advocate of sustainable development and with the help of local businesses they have been coming up with revolutionary measures to connect the student community with the country's development policies. A renowned name imparting class-leading business management education for 68 years is Maastricht School of Management. Operating with a simple yet powerful mission to empower people, Maastricht School of Management has been consistently climbing up the charts among international students as their preferred study destination. Owing to their unique teaching methodologies, the institute has been able to enrich the lives of its students who come from all corners of the world.

Pioneering business education in the country, Maastricht School of Management offers courses that hold its value in all the countries across the world. The institute has various business-related programs and one of these is the Master in Management, a very popular program among international students. This one-year program is open for recent graduates and young professionals with no or less than three years of working experience. The state-of-the-art curriculum of the Master in Management equips ambitious students with all the necessary management knowledge and skills to bring real value to today's competitive business world.

Another popular program is the MBA program that allows students to experience the essence of business leadership and entrepreneurship in this fast-moving global business environment. Students who have a minimum of 3 years of prior work experience are admitted to this MBA course. The MBA

David Cass, Director of Education and Executive Development

David Cass is the director of Education and Executive Development at Maastricht School of Management. As well as his experience in higher education, he brings expertise in agile planning, strategy development, and change management from the Aerospace and Logistics sectors. He has worked worldwide, focusing on creating and improving performance, capacity development, and executive mentoring. He also has experience in public policy development and was a former diplomat at the British Embassy in Washington DC.



program is a generalist management program but offers elective specialization courses that venture deep into entrepreneurship, supply chain management, health care, digital economy, sports management and more.

### Experiential Learning - The Way to Move Forward

Maastricht School of Management is a firm believer that practical knowledge holds more value and importance in the modern business environment and a huge part of the curriculum offered by the institute is practical-oriented. "We provide experiential learning and we do a lot of

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extra-curricular work particularly aimed at raising the profile of the students. We have guest speakers coming to our colleges, and we conduct a lot of business visits to make our students industry and job-ready. We don't have internships as part of our course but we offer opportunities for our students to work on various projects as 'external consultants' throughout the curriculum. This allows them to get to know the workings of the industry first-hand. Our students are also working with local businesses and organizations in the area of sustainable development, as on the job training. Last year we were proud that several student groups represented MSM, and won various student competitions in the Netherlands, especially in the domain of the SDGs and Internet of Things (IoT)," says David Cass, Director of Education and Executive Development, Maastricht School of Management.

While many other institutes operate just to provide a certificate and generate revenue, Maastricht School of Management has got a different educational philosophy. The institute goes above and beyond to make sure that their students start their careers in the best possible way and after the completion of the program, the students have the opportunity to stay back in the Netherlands for a

year for searching jobs. There are a plethora of attractive scholarship opportunities for international students in the institute and one among them is the scholarship that can be availed through academic excellence. This scholarship waves-off 50 percent of the tuition fees.

### Training Future Industry Leaders

Taking initiatives is key to succeed in this modern world and Maastricht School of Management prefers students who can go the extra mile to get things done. The institute provides a unique platform for its students to leverage their business knowledge and hone their skills. "We have got experienced faculty members who are actively participating in the industry and this allows them to keep abreast of the changing industry requirements and to pass on that knowledge and their expertise to our students. We consciously keep the numbers of our students low and because of that, we have a deep connection with our students that allows us to offer personal care and attention to each and every one of our students. We also provide one to one mentoring to our students in developing their business ideas and we use our contacts to support them in their ventures. We also have a CV book which we create every year that attracts companies to hire our students. We have various directors of companies coming into our campus and interacting with the students on what they expect from the students and the latest requirements in the industry", says David.

Maastricht School of Management values the honesty and trustworthiness of their students and if you are an aspiring student then you will have to give a motivation letter that is true from your heart along with the application letter. This is done to filter the passionate students from the rest and this strict admission procedure has helped the institute to create a strong network of 20,000 plus alumni spread across the world. For the future, Maastricht School of Management is planning to partner up with various Indian universities to expand and they are also coming up with new elective specialization courses in supply chain management, and marketing. Maastricht School of Management is also working to make their Masters in Management program online so that they can cater to a wider audience and realize their objective to empower the coming generation of industry leaders.