



MaastrichtMBA

On-Campus track Curriculum

UMIO *expand your perspective*

Preface

The core of the MBA curriculum consists of eight educational weeks that are designed to be inspiring, interactive and business oriented, meaning students will be able to share their knowledge and experience with academic staff and guest lecturers from the business community as well as link theory and practice. You start your journey with a three-day introduction programme and towards the end; you finish it with your business consulting project.

Introduction Programme Leading in Learning

The MBA programme starts with a three-day introductory programme a few weeks before the first educational week takes off. The overall purpose of this programme is to get prepared for participating in a top-quality executive programme that will require the most of our students. The programme is intended to sharpen the mind and create awareness of the mental concepts that underlie our learning and development processes. It offers very useful tools, tips and tricks on how to embrace new initiatives to learning and knowledge development in the context of the study as well as in dynamic business environments that require efficient but still effective ways of gaining and sharing knowledge. Above all, mastering the art of learning enables students to effectively take on a leadership role. Leadership therefore is the guiding theme of the MBA introduction days.

Business Consulting Project

The Business Consulting Project (BCP) is the final component in the MaastrichtMBA and connects all previous programme aspects. It allows students to analyse a problem within their own organisation from various perspectives and initiate solutions based on the knowledge and competences they acquired during the programme. These projects are based on real-life business issues and focus on solving organisational problems using analytic techniques (no general conclusions). They will present and defend the key elements of their project to a jury of scholars and business representatives, who will ask critical questions about the project.

Leadership Development Trajectory

The Leadership Development Trajectory (LDT) is an integral part of the programme. By becoming more aware of personal motivations, values, qualities, weaknesses, leadership views and convictions, students can develop deeper insights into their own management and leadership skills. To accomplish this, students will be assigned a personal coach and linked to a fellow participant in the buddy-coaching system. Students will also be expected to actively participate in mutual learning groups, interactive workshops and training sessions.

Trajectory components:

- General introduction session
- Intake meeting with a personal coach

- Six individual sessions with a coach
- Five buddy-coaching sessions with a fellow MBA student
- Six meetings with a mutual learning group
- Skills training sessions as part of an educational module
- Team assignments during educational weeks on campus
- Individual feedback on the leadership progress

Core modules On-Campus MBA

Corporate Finance and Accounting

As a participant of any profit or non-profit organisation, one should have a clear understanding of an entity's financial structure and how to use economic data in order to make informed decisions. This module therefore addresses the essentials of financial and management accounting that is required for solid corporate decision-making, it focuses on the rationale behind investment and financing decisions, and it emphasises the role of ethics and accountability in this very context.

Expertise Areas: Management Accounting, Governance and Finance

Sustaining Competitive Advantage

This module addresses the interface between the organisation and its external environment, particularly its market. On the one hand, you will learn how organisations can survive and prosper in a competitive environment. In the end, the success of firms is determined by the market and the challenge is boiled down to one important question: how does a firm year after year find sufficient customers willing to purchase its products for a price that covers the costs and allows for a profit? On the other hand, we will introduce you to the design thinking, a modern methodology focusing on prototyping and implementation. The course offers valuable insights into what is needed to develop enduring innovations that allow organisations to evolve in the 21st century and beyond.

Expertise Areas: Strategic Management, Marketing and Design Thinking

The International Environment of Business

Firms operate within an international economic context. The € crisis in Europe and trade conflicts between the world regions illustrate how interrelated the world economy is nowadays. This raises questions on how to analyse these international factors from an economic perspective and what macroeconomic relations exist between the various economies worldwide. Next to these economic macro factors, technological progress is another decisive factor. The growing importance of data, artificial intelligence and machine learning will have a lasting impact.

Expertise Areas: Macro Economics, Micro Economics, Data Science and Digital Business

Understanding Organisations in Times of Change

This module deals with the design of organisations, how their structure can influence the behaviour of the people involved, and the connection between organisational structure, culture and change. It also addresses individuals' behaviour within the entity. It discusses different ways to manage and motivate employees in order to allow an organisation to function at its best. The module also tightly connects to the role and ingredients of authentic and inspirational leadership.

Expertise Areas: Organizational Behavior, Human Resource Management and Authentic Leadership

Entrepreneurship and New Business Development

Within this module, students explore the concept and definition of entrepreneurship. This subject is being addressed from multiple angles by looking at new business development, (tech) start-ups and SMEs. On a micro level, the module deals with creativity and opportunity recognition and at the macro level, we address business models, social entrepreneurship and eco-systems.

Expertise Areas: Entrepreneurship, Innovation and Creativity