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International Business School Maastricht

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A photograph of three students in a library or study area. A young man in a brown sweater is laughing and pointing at a laptop screen. A young woman with long blonde hair is laughing with her hand to her face. Another student is partially visible on the left. The scene is bright and modern, with large windows in the background. A green vertical bar is on the left side of the image.

Welcome to International Business School Maastricht

Welcome to International Business School Maastricht, the place that offers you freedom and responsibility to discover and develop yourself as an individual within an international business environment. International Business School Maastricht is an environment in which you are challenged to develop yourself and in which making mistakes is considered part of your growth. Think of this environment as the place where you can realise your own ambitions. We are there to accompany you on this journey. The environment within which you are going to undertake this journey is based on a number of pillars which we strongly believe in. Let's have a look at them.

1.1 Why this approach?

In this fast-changing world we, at International Business School Maastricht, guide our young professionals to become resilient business leaders with a global mind.

We believe that:

- everybody is intrinsically motivated and fueled with passion and curiosity to learn and develop themselves.
- everybody learns and develops in their own unique way and is there to take the lead in their own development process.
- everybody deserves personal attention and guidance to fully develop him/herself

This means that no-one knows exactly what the

future holds and what knowledge will be needed to be resilient and add value within this fast-changing and challenging world. And because no-one knows what the future looks like, it is impossible to create a list of future jobs. What we do know is that everybody is intrinsically motivated to learn and grow and that everybody has their own way of doing this. We also know that having strong personal interests leads to being successful, and so we believe it is important to allow each individual to develop themselves through their own fields of interest and intrinsic motivation. Only this way can you get out the best and can you rest assured that you will have the right skills and knowledge to meet the demands of the International Business world.

1.2 Explanation of this approach

- We offer our junior IB professionals context and above all freedom and responsibility to grow and to explore this fast-changing international business environment.
- By working in an internationally diverse community we create an environment where these young professionals can challenge and learn from each other.
- They learn by doing and gain experience in the international business context with the help of our IB team and business experts in the professional field.

This makes that our IB graduates have acquired a

sustainable and intercultural mindset, next to well-developed 21st century skills and international business expertise.

This means International Business School Maastricht is your professional playground, the space where we facilitate and support your growth and where you can excel in your own unique way.

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The IB population

The IB population consists of around 750 students, 35 coaches and business experts, our very own Research Centre and the companies we collaborate with. It is our role to fully support and facilitate you, allowing you to be the best version of yourself.

2.1 The Community Workspaces

There are many places to work, one of the main spaces is the Community workspace of IB. Here you can work on your challenge or meet for example business coaches and other fellow students. The rooms are set up in a way for you to share ideas and to inspire each other because we believe that learning takes place where people meet and interact.

2.2 Your community

You will be working in a community of about 60 students and 5 coaches. All of these students are in a different phase of their study programme. This means that not all 60 students are present at the same time, some will be doing an internship, some will be busy graduating by working on their own learning goals within a company. You do, however, collaborate with all students by, for example, helping a student who is in their graduation phase do research for their assignment. Each community gets together twice a week in their own community space where you can discuss the progress on your projects, or challenges

as we like to call them, with your fellow students and coaches. They are there to help you reach the learning goals you set for yourself. This is how real-life challenges from real-life companies help you develop yourself.

2.3 Your own coach

Each student has his or her own development coach. The coach guides you in determining your own development route. They do this by asking you the right questions to help you become aware of the best way for you to excel in your chosen path. In the first weeks you will be introduced to this approach during our (re)start-weeks. During these weeks you are not only familiarised with the way we work, but you also get to know everyone in the community. After this, you will be matched with a coach. As mentioned previously, your development coach will always be present when your community gets together in their community space.

2.4 To inspire, to be inspired and to learn

The community has its own online platform on which students can register themselves for an extensive number of inspiration sessions and workshops. Think, for instance, of Social Media training, sessions hosted by guest speakers on sustainability in international business, sales training or information sessions on how a company manages its finances and which decisions in this area affect not only the company itself but also the market as a whole. Many of these sessions can be organised by

the students themselves, allowing them to share what inspired them during their challenges, what they learned and how they can further develop themselves. This is another way in which the community learns from each other. Next to these training sessions and workshops, the community also offers intensive personalised training programmes in, for example, languages. Think of this as going to the gym where you follow your own personalised training programme based on your level and needs. These sessions could be both online and offline, depending on the subject area. All sessions are part of a continuous programme, meaning they are offered throughout the year, allowing you to participate if and when they are relevant to your personal development.

2.5 Knowledge on demand

During your (group) challenges, you may find that you do not know which knowledge is needed to proceed. You may, for example, get stuck when making the financial underpinning of your challenge. Together with your group you already have looked for information, you even have found it, but you have no idea on what to do next. At that point you can contact one of the business experts in your community. Together with the expert your group can take an in-depth look at how to find and use the right information, allowing you to develop your knowledge and skills and use them directly within your challenge.

2.6 The Community office

The Community office is the beating heart of the community. It is where you can share any ideas you may have on how the community can be improved to offer more and better support in your development process. The Community office is also the place to go when you want to organise a workshop yourself or if you would like for a particular workshop to be organised as it would help you get further in your development process. The Community office will then get to work and help you arrange this. Your input is essential for The Community office, so if someone in your network has expertise in a certain area that is relevant to you and your fellow community members, The Community office can help you plan and organise an inspirational session by this person. The Community office is also the place for you to find all information about partner universities for exchange programs. Also information on minor programs and internships all over the world.



A week at IB

3.1 Monday

Two days per week you will have your community days, for example on Monday and Wednesday (although the days differ per community). That means that all students in your community will be together from approximately 10 a.m. to 3 p.m. in your community space. Here you will not only meet with the fellow students you are working on challenges with, but also all of the other students in your community who are working on different challenges. You make appointments with your own groups, as you will be working on more than one challenge in more than one group at the same time. But you will also see what others are working on, to learn from and be inspired by each other. Next to this, you'll also talk to the coaches present in the community to discuss the challenges you are working on. You ask the coaches and your fellow students for feedback on your work and your personal learning goals, so you know how to develop yourself further. And should you get stuck with anything, your fellow students and coaches are there to help you get unstuck, in the same way you are there to help your fellow students. To give a concrete example, in one of your challenges you may have trouble setting up a solid sales strategy and together with your group you would like to find out more about how to conduct proper research amongst your target group. In another challenge a financial underpinning has to be made. You contact one of the experts in your community to discuss this question. With the group you are working with on the financial underpinning you see that an inspiration session will be given on Thursday on precisely this topic. You and three others in your group sign yourselves up to participate in this session from 2 pm to 3.30 pm.

3.2 Tuesday

On Tuesday you work independently on the tasks you have within your challenges in order to fine-tune your personal learning goals and to process the feedback you have been given in the community on Monday. You do online research on a company you are interested to work with on a marketing challenge. We have several office spaces that you can use to work in, alone or with your group members. In the afternoon, with your group you have an appointment with your coach to discuss your progress in order to become aware of what more you can do to further develop yourself.

3.3 Wednesday

On Wednesday you have another community day. All students in your community will work together in your community space, guided by the coaches of your community. You'll discuss your projects, but you are also able to give a presentation to everybody about the outcomes of your challenge, or recruit team members for a new business challenge that you just found. During the community day you and your group members will meet with the expert on doing research. During this meeting you show the expert what you have already done in terms of research, what issues you are running into and where you have already looked for a solution yourself. The expert will point you in the direction of useful sources and will help you define the next steps you could take within your challenge. The expert gives you feedback and feedforward, in other words, how do we proceed from here. After this appointment you grab a lunch in the canteen. In the afternoon, the coaches invited a company representative to explain their supply chain in their company. Since you are working on a project on improving the sustainability of the logistics for one of your clients, you decide to join the presentation and ask questions. You go home around 5 pm.

3.4 Thursday

You go to one of the IB work spaces at 11 am to see who is around for a coffee and a chat. Maybe the chat is informal, maybe you'll discuss what you are working on. Both are equally important to do as it is so useful to know other people's point of view and you feel about this so you are able to help and inspire each other, also in an informal way. Someone in the community mentions they saw a very interesting documentary on blockchain technology recently. A few of you decide to watch it together and you find this so interesting you decide to make a challenge out of it as you want to know more about this topic. Another student already has some experience with this subject and decides to join you in the challenge. After lunch in the canteen you go to a finance workshop you registered yourself for in the event calendar.

3.5 Friday

It's Friday and during yesterday's workshop you met some new fellow students. You've agreed to meet with them today to dive a bit deeper into the subject matter of finance and to have a look at each other's challenges so you can help each other implement what you have learned during the workshop and identify what more you need to learn about finance to move the challenge forward. In the afternoon you participate in a 2-hour workshop on different personality types. This workshop is part of a 5-week programme you signed up for together with 10 fellow students to find out about the impact of different personalities on team work. You find this very interesting as working together with others is a lot of fun and you learn so much from each other, but it is not always easy.

What is your learning process like?



International Business School Maastricht works with the 9 Worlds of International Business School Maastricht. These IB-Worlds are based on Program Learning Outcomes (PLO's) and have been set nationally which means they are the same for all International Business Schools in the Netherlands. During your studies you will be working towards achieving these PLO's. We call this a formative process in which you are continuously developing yourself in these 9 IB-Worlds. This means that what you have learned, or haven't learned yet, is the starting point of your development.

4.1 The International Business Worlds

We have used the 9 IB-Worlds to shape the DNA of our own International Business programme. These IB-Worlds describe the end-levels that must be achieved and inspire you to develop yourself. This means they do not literally say what you should be able to show. In other words, you have the freedom to determine your own path towards achieving the Learning Outcomes, based on your own intrinsic motivation.

4.2 The Individual Learning Objectives

With the help of your fellow students and coach you translate the 9 IB-Worlds into your own personal Individual Learning Objectives based on your areas of interest. These form the starting point of your learning. Please note that your Individual Learning Objective are yours and yours alone and may therefore be very

different than those of your fellow students who could be working on the same challenge as you! They may, after all, have very different interests and areas of improvement than you.

4.3 The challenges

Based on your own intrinsic motivation you defined your Individual Learning Objectives. To reach your own learning goals you, together with fellow students from different phases in the study programme, will find companies you can help with the challenges they face. Their challenges become your challenges. Alternatively, you could also join an existing group of students already working on a challenge that would perfectly allow you to develop your learning goals. The challenges are your way of working on your learning goals, based on your interest and your intrinsic motivation. You may, for example, be very interested in fashion and would one day like to start your own company in this branch. Why not start your company straight away? The learning goals will cover all aspects that are important in realising your ambitions. You usually work on 3-5 challenges at the same time together with fellow students and international companies in the work field with whom you need to maintain contact yourself. A challenge could also be starting a Social Media group with fellow students within which you can thoroughly investigate this sales method. Next to group challenges, you can also start individual challenges which will help you develop

knowledge and skills you can use in other challenges; think of learning a new language or doing research on the future of international business.

4.4 The assessment of your progress

During your development process within the community, you are in a lot of contact with coaches and experts and based on the feedback and feedforward you receive within the community you develop yourself more and more. These feedback moments and what you do with them determines the speed and depth within which you develop yourself based on your individual learning objectives. You will not be given traditional exams at a predefined moment. Instead, your progress is measured based on the feedback and feedforward moments you have sought out as described in the section 'community'. All of these moments which continuously provide you and us with insight into your development process, from all of those different angles, are called **continuous assessment**. This enables you to complete your development path and ultimately reach your 9 IB-Worlds.

