

EDUNIVERSAL WORLD CONVENTION 2016

CONNECT, SHARE EXPERTISE, AND DISCUSS
GLOBAL TRENDS IN HIGHER EDUCATION



MSM

MAASTRICHT
SCHOOL OF
MANAGEMENT

**PANEL DISCUSSION 2:
INNOVATIONS IN DELIVERY AND
WORKING WITH PRIVATE
PROVIDERS**

MS. KATALIN KOVACS, ASSOCIATE DEAN
GLOBAL EDUCATION PROGRAMS, MAASTRICHT
SCHOOL OF MANAGEMENT, THE NETHERLANDS



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MANAGEMENT

MAASTRICHT SCHOOL OF MANAGEMENT:

- One of the oldest business schools in The Netherlands, established 1952 in Delft; moved to Maastricht in 1989.
- > 42 education programs with >15 partners throughout the world.
MBA, Executive MBA, DBA, MSc, Master in Management, Executive Education.
- The business school with a footprint in emerging and developing economies.
- Member and advanced signatory to the PRME and member of GBSN.



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MAASTRICHT SCHOOL OF MANAGEMENT



- Accredited by NVAO, AMBA, IACBE, ACBSP (quadruple).

Leading role in the establishment of the Association for Transnational Higher Education Accreditation (ATHEA).



- Only of only 2% of business schools world-wide with AMBA accreditation.



- DBA program ranked #2 in the world.
- MBA ranked #2 in the Netherlands (Eduniversal).
- AMBA Innovation Award 2014 finalist.



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PROGRAMS OFFERED BY MSM:

- MBA in Maastricht (full-time, executive)
- MBA programs abroad
- Executive MBA (EMBA) various specializations, Sports Management
- Master in Management (MM) – Specializations: International Business; (Higher) Education Management; Healthcare management; etc.
- Doctor of Business Administration (DBA)
- Executive Education
- MSc in Management and Engineering programs (MME) (joint program with RWTH Aachen)

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MSM WORKING WITH PRIVATE PROVIDERS

1. Private Providers: other HEIs

Distinction between for profit and not for profit HEIs

- Moving away from the public HE system towards a large privately operated system, allowing for:
- Flexibility in program design
- Faster approach and development
- Faster adaptation to what the market needs,
- Possibly less regulation with keeping high quality
- Less bureaucracy
- Partnership with public universities (mostly technical and engineering flourishes)

However with concern for:

- Fly-by institutions,
- Fake degree granting bodies
- No financial support from national bodies
- Risk of oversight

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MSM WORKING WITH PRIVATE PROVIDERS

2. Private Providers: NOT HEIs

- International accreditors: voluntary, often stepping in for lack of national policies covering areas of higher education
- Providers for specific services:

Examples: admission test, levelling courses, assessment tools, online program delivery, faculty databases, accreditation tables, website, recruiters, designers

Smaller scales HEIs, with high impact, simply don't have the manpower to handle all activities so outsourcing to well working and proven systems is essential for effective delivery. The HEIs then can concentrate on core business: delivery of research, projects and education

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**PANEL DISCUSSION 3: INNOVATION AND
BEST PRACTICES IN INTERNATIONAL
EDUCATION: GLOBAL EXPERIENCES,
QUALITY DELIVERY AND BRAND
ENHANCEMENT**

MS. KATALIN KOVACS, ASSOCIATE DEAN
GLOBAL EDUCATION PROGRAMS, MAASTRICHT
SCHOOL OF MANAGEMENT, THE NETHERLANDS



MSM'S GLOBAL EXPERIENCE

- MSM's presence around the world for over 30 years delivering degree programs
- The changing patterns in expectations and delivery across the world, change in student population, the markets we have to serve now.
- The new TNE agenda of the Ministry of Education of Australia to have 10 million students by 2025 online and trans national education. Increase movement from South to North delivery of programs.

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MSM worldwide presence



MSM'S QUALITY DELIVERY

- MSM's quality systems and accreditations apply to programs around the world.
- Highly praised SOP system for quality delivery (AMBA).
- MSM's mission and approach to two types of providers: the well-established already with multiple accreditors and the capacity building approach with new providers or with less developed QA systems.

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MSM'S INNOVATION AND BRAND ENHANCEMENT

- Online/Blended learning models to provide access to HE.
- New specializations and areas: Sports, Entrepreneurship, Healthcare, Wine and Food, Digital transformations courses, the Internet of Things, Online Marketing, Procurement, Dual MBA and MM across continents, Public Administration, Emergency Management, learning analytics.
- Providing students with a variety of options for attendance.
- Founding member of a new institutional accreditor filling the gap and widening the possibilities of business and other fields: ATHEA.

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WHAT'S NEXT

- Serving both degree and non degree students.
- Life long learning.
- Concentration of areas where the student population is expected to rise: eg: Africa, India
- Access is a key, blended modules.
- International and local accreditation, policy making and ranking is an issue.
- Australian National Strategy for International Education 2025:
Pillar 2: Making transformative partnerships,
Goal 5: strengthening partnerships abroad.

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THANK YOU!

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