

PREMIUM 2017-2018

CLIENT HANDBOOK »



1. INTRODUCTION

Welcome to PREMIUM! PREMIUM is an excellence programme for Maastricht University's talented master's students. PREMIUM aims to bridge the gap between academia and business and prepares students for the labour market by having them work on an actual case for an external client. PREMIUM provides students with an extracurricular challenge as they do this programme alongside their regular master's.

In the present manual you will find useful information about the PREMIUM programme, including the learning objectives, the different programme elements, the selection procedure, and final student assessment. You will also read about your role as a PREMIUM client and the PREMIUM project approval procedure.

More information on PREMIUM is available on our website: www.edlab.nl/premium.



2. GENERAL INFORMATION

PREMIUM is an extracurricular excellence programme for talented and motivated master's students at Maastricht University and carries a total workload of approximately 250 hours per student.

2.1 LEARNING OBJECTIVES FOR THE STUDENTS

In more detail, PREMIUM aims to enable students to:

- gain insight into their strengths and development areas,
- improve their performance and competencies,
- learn how to work as part of a multidisciplinary team,
- learn how to work with a tight schedule,
- learn how to manage clients' expectations.

PREMIUM also provides students with advice and tips on how to succeed on the job market.

2.2 THE STRUCTURE OF PREMIUM – IN A NUTSHELL

After recruitment and selection of PREMIUM students, the programme starts with a project kick-off meeting, bringing the different parties together: students, the competence coach, the project mentor and the client. This meeting is intended to meet the project team members and make the first arrangements for the project's initiation.

One of the first things students do in PREMIUM is set up their Personal Development Plan. Students complete online tests, attend a workshop on discovering their strengths and weaknesses, and undertake a couple of team building activities. Along the way, the team will start to take shape and students will develop a more and more in-depth insight into their development areas.

After the kick-off meeting, students start working on several PREMIUM programme components simultaneously:

1. Coaching (all project teams have their own personal competence coach)
2. Attending workshops and Masterclasses
3. Project execution (guided by a project mentor)

Halfway through the programme, all PREMIUM students, project mentors, clients and competence coaches will meet for the Midterm Presentations event taking place on March 19th and 20th. At this event, the project teams will present their development in project execution so far. Additionally, around this time, the client, project mentor, and student team may decide to schedule a midterm review meeting in order to reflect on their performance and possibly make adjustments for the remainder of the programme.

The PREMIUM programme ends with a closing seminar for students, project mentors, competence coaches, and clients. The theme of the closing seminar is "Bridging the Gap

Between Study and Career” and aims to provide students with that last extra boost to help kick-start their professional careers upon graduating. All teams present their project outcomes and all attendees have the opportunity to learn about the different projects. Furthermore, the day is filled with a workshop on useful information for soon-to-be graduates. Finally, all students who have met the programme requirements receive their PREMIUM certificates, and the day is concluded in a festive manner with drinks, snacks, and entertainment.

2.3 TIME INVESTMENT OF STUDENTS

PREMIUM is a demanding extracurricular programme for students. It carries a total workload of approximately **250 hours** spread out over the course of January until June, of which:

- 150-175 hours are allocated for the project,
- 75-100 hours will be spent on competency development (i.e. working on the Personal Development Plan, competence coaching, attending masterclasses/workshops).

2.4 YOUR PREMIUM PROJECT TEAM

Generally, a project team consists of four students from various disciplines, depending on requirements set by the client in consultation with the project mentor.

- Each student will spend approx. 150 hours working on the assignment. With an average of 4 students per project, this means that approximately 600 man-hours, spread over approx. half a year, will be spent on your project.
- PREMIUM is an educational programme, with clear learning objectives. Therefore, projects need to provide students with enough freedom to come up with innovative and out-of-the-box ideas and results. However, results cannot be guaranteed. PREMIUM selects students on the basis of their academic achievements, motivation, and apparent ability to work in a team. This means that students and their mentor will do their best to provide valuable input for the client. In close consultation with the project mentor, you will be expected to describe the scope of the project. This will give you and the students a clear idea of what you expect from the project.

2.5 SELECTION OF STUDENTS

a. Profile of the ideal PREMIUM student

PREMIUM selects students based on a predetermined student profile. Students that either 1) fit the profile, or 2) show enough potential to fit the profile through development and coaching, are admitted to the programme.

- 1) **A PREMIUM student is competent and proficient:** is highly capable, as evident in:
 - a. his/her GPA (a 7,0 Bachelor GPA, or higher, is required);
 - b. His/her academic history (e.g. skipping grades, double degrees).
- 2) **A PREMIUM student has an intrinsic drive to prosper:** goes the extra mile and makes use of opportunities to learn and expand his/her horizon. This should be evident in:
 - a. the student's work/internship/volunteering history;
 - b. involvement in extracurricular or community activities;
 - c. an enthusiastic, ambitious, motivated, and curious attitude indicating a clear eagerness to learn;
 - d. a wide and varied area of (academic) interests.
- 3) **A PREMIUM student is a true team player:** recognizes the value of teamwork and is serious about partaking in it, as evident in:
 - a. a reliable, flexible, and dependable work ethic;
 - b. a social and communicative disposition;
 - c. an ability to reflect, and provide and receive feedback;
 - d. evidence of team spirit.
- 4) **A PREMIUM student is dedicated:** takes his/her role and tasks seriously and acts accordingly, as evident in:
 - a. an overall confident and professional approach and attitude;
 - b. a preference for adequate, creative, and innovative solutions when faced with a challenge;
 - c. a critical and conscientious mind-set.

b. Selection procedure

The PREMIUM selection procedure consists of two rounds, each including several components. In round 1, applicants are evaluated based on their Bachelor GPA, their LinkedIn profile or CV, an application essay, and scores on psychological tests measuring perseverance.

If admitted to round 2, applicants are evaluated based on their performance as both interviewers and interviewees at DIY speed date interviewing sessions (each applicants takes part in 4, 10-minute interviews), and on their performance in a team observation assignment.

3. THE ROLE OF PREMIUM CLIENT

The client plays an active role in all phases of the programme:

3.1 TEAM FORMATION

At the Mix & Match event, clients get a chance to meet the selected students and inform the PREMIUM Central Management Team of any student preferences they may have, if any. Because we would like for you to have that opportunity and because we would love to welcome you into the PREMIUM community at this festive event, **your attendance would be greatly appreciated.**

The 2018 PREMIUM Mix & Match Event will take place
on Tuesday January 9th, from 18:00 until 21:00 at Hotel Van der
Valk Maastricht (Apostelhoeve conference room).

3.2 TEAM KICK-OFF MEETING

Furthermore, clients will have to be present during the kick-off meeting with the project team. This meeting provides the first formal contact between the client, the mentor, the competence coach and the project team and is an informal platform to get the project going. The project mentor will take the lead on scheduling this meeting and it will be scheduled to fit the agendas of all parties involved.

3.3 EXECUTION OF THE PROJECT

Due to the wide variety of projects, it is not possible to give a clear description of your role during the execution of the project assignment. Some examples of tasks are: to provide the students with necessary background information and relevant contact data of persons to be approached, to reflect on students' suggestions and ideas, and to facilitate meetings with members of your organisation. During the execution part the client is expected to spend approximately 2 hours per week on the project.

Generally, a client adopts the role of a more **formal client** or a **co-creator**. A formal client provides an assignment and perceives the team of students as consultants doing a job for them. A co-creator might join the team for brainstorm sessions, meetings, and preparatory sessions. The co-creator is more actively involved in/during the project execution. The formal client provides guidance and supports the team with feedback, but is not actively involved in project execution.

Please note that PREMIUM is not an internship. The students do not need a working space at your organization.

3.4 MIDTERM REVIEW MEETING & MIDTERM PRESENTATIONS EVENT

Halfway through the programme, the client, project mentor and student team might decide to schedule a midterm review meeting. Clients are invited to join this meeting and to discuss the progress of the project with their student team and project mentor. This is also a good opportunity to meet other clients and get inspired by other project examples. Additionally, all clients are invited to join the PREMIUM Midterm Presentations event, taking place on March 19th and March 20th.

The 2018 PREMIUM Midterm Presentations sessions will take place on March 19th and 20th.

3.5 CLOSURE OF THE PROJECT ASSIGNMENT

The formal assessment of the students' performance in PREMIUM will be partly based upon the performance of the team in the project. In close consultation with you, the project mentor will assess the quality of the project results. The team, together with the project mentor, will also plan closing events with you. Perhaps you would like the team to present their project outcomes to colleagues or to set up a report describing their work. You may discuss your wishes regarding the specific project outcomes with the project mentor and student team.

3.6 CLOSING SEMINAR

The closing ceremony includes a display of all projects, and a networking event for clients, students, project mentors and coaches. Students that meet all PREMIUM requirements will receive their certificates.

The 2018 PREMIUM Closing Seminar will take place on May 31st 2018



4. YOUR PREMIUM PROJECT

A PREMIUM project should:

- 1) be challenging;
- 2) push students out of their comfort zone;
- 3) call for an innovative solution;
- 4) allow and facilitate an interdisciplinary approach;
- 5) require an investment of 150 hours per student;
- 6) be flexible enough to expand or simplify, if necessary.

Since PREMIUM is a challenging programme for talented and ambitious master's students, the project should be challenging and innovative and leave enough space for students to formulate their own approach and set their own agenda.

Experience has taught us that the student team is best able to meet the client's expectations, when clients take the following into account when formulating the specific project assignment:

1. *What organisational issue/problem do I want the PREMIUM assignment to address?*
2. *Why are the possible processes or outcomes of the assignment important for my organization/the region/society?*
3. *How is my organization going to use the possible processes or outcomes of the assignment?*

Important content requirements for the project assignment:

- The problem of the assignment is solvable in the given time and setting;
- Clear and substantial relevance, innovativeness, value and impact of the possible outcomes for the organization, region or society;
- The possible outcomes or processes of the assignment are going to be used by the organization and possibly shared by other stakeholders and/or society;
- The possible outcomes of the assignment are sustainable, long-term solutions for the problem;
- Students from various academic backgrounds and disciplines can work together on the assignment. The project combines different subject areas and calls upon the prior knowledge and expertise of each student;
- During the project students can connect with experts, stakeholders, client and an authentic audience;
- The assignment is inspiring and meaningful for the students that are interested in the specific field. The assignment intrigues the students enough to invest time, effort and creativity;
- Students can be embedded in the organization and experience the organizational culture.

Important formal requirements for the project assignment:

- The client provides the requested practical information (contact details, email address, phone numbers, etc.)
- The client confirms that he/she:
 - can spend an average of 2 hours a week on PREMIUM, during the approximate 6 months that the students work on the project. The client is expected to provide active executive support with a shared vision throughout the project.
 - intends to be present at the information meeting, the kick-off with the project team, the midterm presentations, and the closing ceremony.

PREMIUM students will have ownership of the project, which means they will be allowed to further define it by, for instance, connecting the project to the client's needs, exploring the needs of other stakeholders and using the team's expertise and knowledge.



5. OTHER POINTS OF INTEREST

5.1 MASTERCLASSES AND WORKSHOPS

PREMIUM organises a series of Masterclasses and workshops on a variety of topics which will be announced on the PREMIUM website. You are welcome to attend any masterclass or workshop that is of interest to you. For more information, please send an email to PREMIUM Central Management Team (premium@maastrichtuniversity.nl).

5.2 EVALUATION OF PREMIUM: QUALITY OF THE PROGRAMME

Continuous improvement is important to us in order to be able to maintain and enhance quality in education. We value your input and feedback: the more information we can gather, the better we can tailor our programme to meet the needs and expectations of the different parties involved. We would really appreciate it if you could complete a short questionnaire about the quality of the programme after your project is completed. The questionnaire will be emailed to you upon completion of the programme.

5.3 FINANCIAL ASPECTS

Participating in PREMIUM is free for every client. PREMIUM will provide the students with a small budget in light of project execution (e.g. printing costs, team building etc). of € 150,00 excl. transportation costs.

If you request students to travel for their project, we request that you cover those fees. The students will fill out a reimbursement form for any transportation costs they had to make and PREMIUM Central Management will reimburse them. Our Finance Department will then send you an invoice for these costs, by the end of the programme. We therefore request that the students draw up a project budget, and have you as their client agree to their proposed budget.

5.4 NON-DISCLOSURE AGREEMENT (NDA)

In order to safeguard the company information that you will give to the PREMIUM students, we will provide you with the option to make use of a non-disclosure agreement. This legal contract between the UM and your company outlines that the confidential material, knowledge, or information that you wish to share with the PREMIUM students but not with any third parties, will not be published in any of the reports or their final products. This NDA will create a confidential relationship between the students and you as a client, and will make sure that everybody involved is aware of the restricted use of a specific part of the information provided by your company. The document will be provided upon request by the PREMIUM Central Management Team.

6. CONTACT INFORMATION

More information on PREMIUM can be found on www.edlab.nl/premium. If you have any further questions, feel free to contact the PREMIUM Central Management Team or the PREMIUM Coordinator at your faculty.

PREMIUM Central Management Team

Contact the PREMIUM Central Management Team at premium@maastrichtuniversity.nl.

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