

BRIDGING THE GAP BETWEEN STUDY AND CAREER



# PREMIUM 2021-2022 CLIENT HANDBOOK »



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## 1. INTRODUCTION

Welcome to PREMIUM! PREMIUM is Maastricht University's excellence programme for talented and high performing master students. PREMIUM aims to bridge the gap between academia and business and prepares students for the labour market by having them the chance to 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 programme.

In the present handbook, 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](http://www.edlab.nl/premium).

Thank you once more for providing our students this unique learning experience!

PREMIUM Central Management Team



## 2. GENERAL INFORMATION

PREMIUM is Maastricht University's extracurricular excellence programme for talented and motivated master students, 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 personal 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 and manage their time and tasks accordingly;
- learn how to manage a client's expectations.

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

### 2.2 TIME INVESTMENT OF STUDENTS

PREMIUM is a demanding extracurricular programme for students. It carries a total workload of approximately **250 hours per student** spread out over the course of 5 months (from January until the end of May), of which:

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

### 2.3 THE STRUCTURE OF PREMIUM – IN A NUTSHELL

After the recruitment and selection phase of PREMIUM, all PREMIUM students and clients meet each other during the *programme Kick-Off Mix&Match*, on January 6<sup>th</sup>. During this event, both students and clients are to make well-informed decisions about their preferred projects/team members. Only after this event will the Central Management Team form the final teams.

Once the project teams are formed, the programme starts with a general *Team kick-off meeting*, to bring the different parties together: students, the competence coach, the project mentor and the client. During this meeting, you will get to know each other, set up rules for constructive communication and collaboration, make the first arrangements for the project's initiation, and agree on the definite project scope.

One of the first things students do in PREMIUM is setting up a *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 an increasing in-depth insight into their development areas.

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

1. Coaching (all project teams have their own personal competence coach to help students further develop certain competencies during the programme);
2. Attending workshops and masterclasses to gain useful professional skills;
3. Project execution (guided by a project mentor and documented on a Tumblr page);

Halfway through the programme, all PREMIUM students, project mentors, clients and competence coaches will meet for the **Midterm Presentations event** taking place on March 16<sup>th</sup> and 17<sup>th</sup>. 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 Event** on May 25<sup>th</sup> for students, project mentors, competence coaches, and clients. This festive Closing Event aims to provide students with that last extra boost to help kick-start their professional careers upon graduating and festively close PREMIUM together with all the participating students, clients and staff. Finally, all students who have met the programme requirements receive their PREMIUM certificate and the day is concluded in a festive manner with drinks, food, and entertainment.

Please note that due to practical reasons, students will not present their final project outcome during this plenary event, although we will highlight their achievements in their projects by means of a video montage. We request that each student team schedules a separate **closing session with their client and project mentor** to present their final project outcome and receive feedback on the project execution.

## 2.4 SELECTION OF STUDENTS

### ***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.

### ***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 applicant takes part in 4, 10-minute interviews), and on their performance in a team observation assignment.

### **2.5 PREMIUM DURING COVID-19**

Due to the measures surrounding Covid-19, PREMIUM may look slightly different in the coming period than during previous years.

At the time of writing this manual, most components of the programme, such as workshops and central events are planned to take physically place at EDLAB's Tapijn X building or at external venues, while others might be organized in an online setting, depending on the preferences of the participants (such as team meetings, client meetings and/or meetings with the Coach).

It is very important that you do a health check before coming to an onsite event or team meeting. You can do this by following the steps in this [flow chart](#). Stay home if that is the advice you get from the flow chart, and contact Central Management.

More information can be found on <https://www.maastrichtuniversity.nl/safety-campus#whentocampus>

## **Safety at UM venues**

Naturally, the welfare, health and safety of students and staff, as well as the quality of education will be safeguarded and all government guidelines will be followed. When coming to the UM buildings, we urge you to observe all security measures as stated in [UM's safety protocol](#). Our Tapijn building X is equipped in accordance with the UM safety protocol. This means, among other things, that we take extra hygiene measures in and around the buildings.

## **Rules and safety at external venues**

We kindly ask all our students and staff to be mindful and understanding of the fact that the PREMIUM programme is an extra-curricular programme. It is therefore often not possible for us to reserve UM venues for our events, because faculties need all available space now for education, but also due to the group size of our community. Most of the events in the PREMIUM programme are therefore organized at external venues.

We opt for on-site events where possible, because we have noticed how an entirely online year affected the community, student wellbeing, motivation, overall creativity and engagement, and we now wish to provide you with the best experience possible where we can. We hope that you appreciate the fact that we can bring our community back together, even though it will tie us to certain regulations and measures for the time being.

To be specific; even though the PREMIUM events have an educational component, we will need to comply with the rules that apply to the external venue where the event is hosted, which may include access via the Digital COVID Certificate, when the venue is also at that moment accessible to other guests.

Of course, students who are unable to attend these events at external venues that require a Digital COVID Certificate, will be provided with an alternative, if they inform PREMIUM Central Management Team on time.

More information about the Digital COVID Certificate and free Covid testing can be found here:

- [https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/eu-digital-covid-certificate\\_en](https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/eu-digital-covid-certificate_en)
- <https://afspraak.testenvoortogang.org/evenement/type>

Please be aware, the Corona crisis can always throw us an unexpected curveball, which changes things again. Keep an eye on your UM email for any (last-minute) changes in the programme related to the Corona crisis, and the practical implications that might bring to your PREMIUM experience. Rest assured, we will do our utmost to guarantee an honours worthy experience.

### 3. THE ROLE OF PREMIUM CLIENT

The client plays an active role in all phases of the programme, and a crucial role in the PREMIUM experience.

As a client, you are the owner of the project. You are responsible for ensuring that the project contributes to the goals of the organisation. One single person, **never a committee or a group**, should always fill the role of client. Each project demands uniform and clear control, and a group of people or multiple clients have different voices with different interests and therefore cannot effectively act as a clear client. Moreover, a committee deals with a problem, but a client feels it. However, a committee or steering group can support the client. If various organisations initiate a project, the clients are responsible for appointing one representative who can act as their (delegated) client. This client will be responsible for all steering contacts with the project and has sufficient mandate to make decisions in certain phases of the project and to make the necessary resources available.

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. The formal client provides guidance and supports the team with feedback, but is not actively involved in project execution.

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.

#### 3.1 YOUR PREMIUM PROJECT TEAM

Generally, a PREMIUM project team consists of four to six students from various disciplines, depending on requirements set by the client in consultation with the project mentor and taking into account student preferences.

PREMIUM is an educational programme, with clear learning objectives for the students. 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 based on 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, the client is to describe the scope of the project. This will give both the client and the students (and the guiding project mentor) a clear idea of what is to be expected from the project.

*Please note that sometimes it is necessary to redefine the project scope during the duration of the programme, due to unforeseen circumstances, setbacks or other external factors. It is important to remain in close contact with the project mentor and the students about the progress of the project and the intended goal and deliverable.*



### 3.2 TEAM FORMATION

At the Mix & Match event in January, all clients get a chance to meet the selected students that have shown interest in your project, and inform the PREMIUM Central Management Team of any student preferences they may have, if any. Because we would like you to have that opportunity and because we would love to welcome you into the PREMIUM community at this festive event, **your attendance is required and greatly appreciated (max. 1 representative per client)**

Based on both the students' preferences, and the clients' preferences, the teams will be formed by Central Management, the day after the Mix & Match Event.

**The PREMIUM Mix & Match Event will take place  
on Thursday January 6<sup>th</sup>, after 17:00 hrs.**  
*(Please check your email for further instructions and the exact itinerary)*

### 3.3 TEAM KICK-OFF MEETING

As indicated before, after the Central Management Team has formed the final teams, the actual programme starts with a Team Kick-Off meeting, during which clients will have to be present alongside all students, mentor and coach.

This meeting provides the first formal contact between the client, the mentor, the competence coach and the project team and serves as a 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.

### 3.4 EXECUTION OF THE PROJECT

Due to the wide variety of projects, it is not possible to give a very detailed description of your role during the execution of the project assignment. Some examples of tasks are:

- 1) to provide the students with necessary background information and relevant contact data of persons to be approached;
- 2) to reflect on students' suggestions and ideas;
- 3) to facilitate meetings with members of your organisation;
- 4) to monitor and give feedback on the agreed milestones in the project;
- 5) to take decisions about deviation from the initially proposed project plan, within your mandate.

During the execution part, the client is expected to spend approximately 2 hours per week on the project.

Overall, experience has taught us that project execution works best if students can address one single representative for the client during their project execution phase. This person should have enough authority to deal with the student team's questions and proposals.

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

Also, please be aware of the fact that PREMIUM is not a fulltime job. It is an extra-curricular programme of 250 hours per student, next to the regular master education.

Lastly, we would like to draw your attention to the fact that due to Covid-19, the opportunity is provided to teams to host their meeting with their clients in an online setting. Please make sure to set clear agreements with your team how to go about this early on in your project.

### **3.5 MIDTERM REVIEW MEETING & MIDTERM PRESENTATIONS EVENT**

Halfway through the programme, the client, project mentor and student team might decide to schedule a *midterm meeting*. Clients are invited to join this meeting and to discuss the progress of the project with their student team and project mentor.

Additionally, all clients are invited to join the *PREMIUM Midterm Presentations event*, taking place on March 16<sup>th</sup> and March 17<sup>th</sup>. This is also a good opportunity to meet other clients and get inspired by other project examples.

**The PREMIUM Midterm Presentations sessions will take place  
on March 16<sup>th</sup> and March 17<sup>th</sup>, after 17:00 hrs.**  
*(Please check your email for further instructions and the exact itinerary)*

### **3.6 CLOSURE OF THE PROJECT**

The formal assessment of the students' performance in PREMIUM will be partly based upon the performance of the team during the project execution phase. In close consultation with the client, the project mentor will assess the quality of the project results and the learning experience and progress of each individual student.

The team, together with the project mentor, will also plan a closing event with the client(s). Some clients would like their team to present their project outcomes to colleagues or to set up a report describing their work. Each client may discuss their wishes regarding the specific project outcomes with the project mentor and student team.

### 3.7 PREMIUM CLOSING EVENT

The 11<sup>th</sup> PREMIUM programme ends with a very festive Closing Event for all students, project mentors, competence coaches, and clients. This festive Closing Event aims to provide students with that last extra boost to help kick-start their professional careers upon graduating and festively close PREMIUM together with all the participating students, clients, mentors and coaches.

Finally, all students who have met the programme requirements receive their PREMIUM certificate and the day is concluded in a festive manner with drinks, food, and entertainment.

Please note that due to practical reasons, students will not present their final project outcome during this plenary event. Instead, we will highlight their PREMIUM project achievements via a video montage during the Closing Event.

We also request that each student team schedules a separate closing session with their client and project mentor to present their final project outcome and receive feedback on the project execution.

**The PREMIUM Closing Event will take place  
on May 25<sup>th</sup> after 14:00 hrs.**

*(Please check your email for further instructions and the exact itinerary)*

*Pictures will be taken during all our plenary events, to be used for promotional purposes. In case you do not wish to have your image used, please send an email to [premium@maastrichtuniversity.nl](mailto:premium@maastrichtuniversity.nl).*

## 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 and enough ownership for students to come up with their own approach;
- 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 5,5 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 have effective communication and an effective working relation with the project team.
  - Intends to be present at the information meeting, the kick-off with the project team, the midterm presentations, and the closing ceremony.
  - Is the only representative during the project execution phase, and has enough authority to deal with the student team's questions and proposals.
  - Provides the students with the (minimal) resources, creates the conditions to allow the execution of the project.

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. All clients are welcome to attend any masterclass or workshop that is of interest. For more information, please send an email to PREMIUM Central Management Team ([premium@maastrichtuniversity.nl](mailto:premium@maastrichtuniversity.nl)), or check the website [www.edlab.nl/premium](http://www.edlab.nl/premium).

### **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 everyone's 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 of charge for every client. PREMIUM itself will provide the students with a small budget in light of project execution (e.g. printing costs, team building etc.) of € 150 excl. transportation costs.

However, if a client requests students to travel for their project, we request that the client in that case covers 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 the client an invoice for these transportation costs, by the end of the programme. We therefore request that the students draw up a project budget, and have their client agree to their proposed budget.

### **5.4 NON-DISCLOSURE AGREEMENT (NDA)**

In order to safeguard the information that you will give to the PREMIUM students, we will provide you upon request 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 their 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.

## 6. CONTACT INFORMATION






More information on PREMIUM can be found on [www.edlab.nl/premium](http://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](mailto:premium@maastrichtuniversity.nl).

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## PREMIUM Faculty Coordinators

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