



## Get hold of a rising star

**Does your company want to give back to society, while at the same time benefiting from fresh new ideas?**

At Maastricht University School of Business and Economics, master's students can now combine their thesis with an internship (the Thesis-Internship Programme, or TIP). We see this as a win-win initiative for both student and company: the student gains professional experience, and your company

receives an academically researched solution to a pressing issue. The regional economy benefits too, because by connecting budding knowledge workers with potential future employers, Limburg and the Euregion are better placed to retain young talent.



Thanks to Problem-Based Learning, students of the School of Business and Economics (SBE) are excellent communicators and problem solvers. They are well trained at working independently as well as in teams, and are, without exception, internationally oriented.

## How to get involved?

Any company, large or small, in any industry or sector, can benefit from TIP. As long as your office is within daily commuting distance from Maastricht, you can also opt for a TIP intern. Follow the example of corporate companies (such as Deloitte, Henkel and Rabobank) and small and medium-sized enterprises (such as JPE).

As an alternative to the TIP programme, you can also offer regular, full-time internships for SBE students (not linked to a thesis project).

Contact our External Relations Officer (see contact details below) for more information or an appointment!

## How does it work?

You and the selected student identify a research problem faced by your firm. Are you a high-tech startup in need of a marketing strategy? A bank looking for an effective way to measure a trader's performance? The best research topic is one that is interesting for both your company and the student and which can be studied from both a scientific and practical point of view.

You then host the student for two to three days per week. As the hosting organisation, your task is to provide a suitable supervisor and ensure the student has access to the information he or she needs.

## How will my company benefit?

Your TIP intern brings a scientific approach that goes well beyond the work of a regular business consultant. The student researches the agreed topic in the context of scholarly literature, analyses it using rigorous academic methods, and finally translates the findings into an innovative, forward-looking solution for your company. The student produces an executive summary and delivers a presentation to your company board, in addition to the academic thesis he or she writes for the university.

TIP gives companies the chance to develop a relationship with talented young businesspeople before they enter the labour market. In addition, it is an opportunity to link your company with a leading academic institution.

## Partner with SBE

SBE offers many opportunities for collaboration in research and education. These range from short-term projects to long-term, structured partnerships, all tailor-made to maximise their mutual benefits.

### Examples include:

- guest lectures
- business cases for the SBE curricula or the International Case Competition (ICC@M)
- research projects with students and/or academics
- sponsorship of a scholarship
- participation in one of our educational programmes for professionals

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