

Course Descriptions Bachelor 2013-2014

Course Title Business Innovation
 Course Code EBC2068
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	14-4-2014	6-6-2014		X			X

Level Intermediate
 Coordinator Wilko Letterie For more information:w.letterie@maastrichtuniversity.nl
 Language of instruction English
 Goals Technology and innovation have to be managed by firms. In this course we will explore which concepts, techniques, tools and management processes are helpful to successfully advance technological innovations.
 Description Successful innovation requires firms to manage the innovation process. To that end firms need to obtain particular skills and knowledge. During the business innovation course we will probe into the strategies developed by firms to innovate and to generate value from innovations. Topics included are how Organisational and industrial context shape innovation. We will cover which internal and external sources are important for innovative firms. For instance, links with customer needs and R&D alliances will be discussed. Another topic is how firms can appropriate the value of their innovations. In this context we will discuss corporate venturing and we touch upon the role open innovation may play.
 Literature Book and articles
 Prerequisites Basic knowledge of: marketing, organisation and strategy
 An advanced level of English
 Teaching methods PBL / Presentation / Groupwork
 Assessment methods Final Paper / Participation
 Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation	Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
	Bachelor Economics and Business Economics Specialisation International Business Economics	Major Strategy
	Bachelor Economics and Business Economics Specialisation International Economic Studies	IBE Electives
	Bachelor International Business	Business Electives
	Bachelor International Business	Major Strategy
	SBE Exchange Bachelor	Bachelor Courses
	SBE Exchange Master	Bachelor Courses
	SBE Non Degree Courses	Bachelor Courses