

## Course Descriptions Exchange 2016-2017

Course Title Entrepreneurship and Innovation  
 Course Code EBC4041  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

| Period | Period | Start      | End        | Mon | Tue | Wed | Thu | Fri |
|--------|--------|------------|------------|-----|-----|-----|-----|-----|
| 2      |        | 31-10-2016 | 22-12-2016 | X/E |     |     | X/E |     |

Level Advanced

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Language of instruction English

Goals To understand entrepreneurial and innovation processes. This includes making students familiar with the academic literature on innovation and entrepreneurship, illustrating the link between innovation and entrepreneurship and understanding how theoretical considerations help to structure and explain examples from business practice.

Description In this course we study entrepreneurial and innovation processes mainly from a Schumpeterian perspective. In this perspective the recognition and development of opportunities for innovation and entrepreneurial activities is central. Different types of opportunities and what determines the opportunity development process are covered in the first tutorial meetings. In the second part we will look at the role of creativity and the last meetings cover issues on how one can manage innovation and entrepreneurship. The tutorial meetings emphasize the academic literature and link it to many case examples. The tutorial meetings are accompanied by a student consulting project. In this project students form teams to develop ideas how an invention could be transformed into an innovation including an evaluation of these ideas. Two lectures round out the picture we develop on entrepreneurship and innovation. The specific context of logistics and supply chain management is taken account off by applying the general knowledge on innovation and entrepreneurship to examples from the logistic and supply chain domain.

Literature A broad collection of academic articles.

Prerequisites Courses and workload are very demanding for all IB Master courses. Some prior knowledge on strategic and innovation management could be useful in order to have a better understanding of this course. Exchange students need to have obtained a bachelor degree with a major in Business or in Economics. Exchange students need to major in strategy in their Master.  
 An advanced level of English

Teaching methods PBL / Presentation / Lecture / Assignment / Papers / 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

|   |                         |
|---|-------------------------|
| Master Business Research                                    | IB Electives            |
| Master Business Research Track OR                           | IB Electives            |
| Master Human Decision Science                               | Electives               |
| Master International Business Track Accountancy             | Electives               |
| Master International Business Track Controlling             | Electives               |
| Master International Business Track Entrepreneurship        | Electives               |
| Master International Business Track Finance                 | Electives               |
| Master International Business Track Organisation            | Electives               |
| Master International Business Track Strategy and Innovation | Electives               |
| Master International Business Track Strategy and Innovation | Strategy                |
| Master International Business Track Sustainable Finance     | Electives               |
| SBE Exchange Master   | Master Exchange Courses |
| SBE Non Degree Courses                                      | Master Courses          |