Course Descriptions Master 2017-2018

Course Title	Smart Service Innovation Project II
Course Code	EBP4002
ECTS Credits	7,0
Assessment	Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
S2	5-2-2018	31-8-2018			C		

Level	Advanced
Coordinator	Sanne Jongen, Rui Jorge De Almeida e Santos Nogueira For more information:s.jongen@maastrichtuniversity.nl; rj.almeida@maastrichtuniversity.nl
Language of instruction	English
Goals	After successfully finishing this course, you will be able to: * apply knowledge of frameworks, approaches, perspectives, and methodologies acquired through the BISS master courses for the development of smart services and the analysis of business data. * translate a general problem into a specific (research) question, and collect and analyze data to obtain an answer. * communicate the outcomes of your work and analysis in general and the value proposition of a smart service in particular. * develop your own innovative ideas in the context of an actual business case.
Description	The Smart Service Innovation Projects (SSIPs) aim to give students a challenging opportunity to apply and extend the knowledge they acquire in the mandatory and elective courses of the BISS master program. Students will tackle a real business problem, in order to develop a smart service; that is, a service that exploits today's data- and technology-rich environment to support managerial decision-making or facilitate end-consumers' daily lives. There are two SSIPs each year, one in the first semester and one in the second semester. The goal is to develop implement implement the smart service.
Literature	The exact literature depends on the specific project of the group and it is to be decided by the students. Coordinators will provide relevant literature when students are confronted with new tools or methods that have not been addressed in any of the courses. This content may take the form of literature, online learning materials (e.g., videos, moocs), or workshops.
Prerequisites	
Keywords	
Teaching methods	PBL / Lecture / Groupwork / Skills / Coaching
Assessment methods	Final Paper / Presentation
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		
MSc Business Intelligence and Smart Services		Projects