

Course Descriptions Master 2019-2020

Course Title Entrepreneurship and Industrial Organisation in Europe

Course Code EBC4213

ECTS Credits 6,5

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
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Level Advanced

Coordinator Lukas Figge For more information:l.figge@maastrichtuniversity.nl

Language of instruction English

Goals

- To understand and learn about
 - Entrepreneurship in the context of Europe
 - oHow it contributes to the greater economic environment, such as growth, employment and regional development
 - oThe factors that drive entrepreneurship and creativity
 - oThe (lean) business plan and business model canvas as tools for entrepreneurs
 - oThe specific characteristics of entrepreneurs, such as their skills, important human capital and what makes them happy
 - Industrial Organisation in Europe:
 - oRegional innovation and industrial clusters and what makes them succesful
 - oHow they evolve and important strategic considerations, such as mergers
 - oThe importance of competition and the (negative) impact of cartels
 - oCauses and effects of R&D and how it relates to innovativeness

Description

This course covers too broad topics, which are of importance to anyone wanting to do Business in Europe: Entrepreneurship and Industrial Organization. While Entrepreneurship is all about the birth and start-up of new and innovative business ventures, IO looks rather at the broader factors that determine innovation and economic vitality. Entrepreneurship comes in various forms, such as Self-employment, birthing new ventures, Unicorns, etc. They all have different causes and effects – on the economy, but also on the entrepreneur themselves. Further, it is important to learn about the latest entrepreneurial tools to start off new ventures, the lean start-up method. This method is all about how to be innovative in highly uncertain environments. Industrial Organization is important, since it determines the business environment of entrepreneurs. Important topics to understand, are innovation, competition, mergers and cartels, especially how those play out in different geographic regions across Europe.

Literature Articles

Prerequisites

THIS COURSE HAS BEEN CANCELLED
This course and the course The European Business Context are only open to students in the trivariate MGB master program with Peru and Canada.

Keywords

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

Assessment methods Final Paper / Attendance / Participation / Assignment / 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	SBE Other Programmes	MGB
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