

## Course Descriptions Master 2019-2020

Course Title Smart Service Innovation Project I  
Course Code EBP4001  
ECTS Credits 7,0  
Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
S1	2-9-2019	24-1-2020					

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

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

Only for students who started the programme prior to September 2019.

### TRANSITIONAL REGULATION:

Students started the programme prior to September 2019 will be able to finish their programme until September 2020 (excl.).

For the educational units which no longer will be offered as of September 2019 and which students have not completed successfully, a resit option for (all components of) the educational unit will be given until September 2020 (excl.).

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