

Course Descriptions Exchange 2020-2021

Course Title Evidence-based Impact Assessment for Sustainable Business Practices

Course Code EBS2069

ECTS Credits 4,0

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	11-1-2021	22-1-2021	C				

Level Intermediate

Coordinator Pomme Theunissen, Paul Smeets For more information:p.theunissen@maastrichtuniversity.nl; pm.smeets@maastrichtuniversity.nl

Language of instruction English

Goals This skill introduces students to evaluate and assess the impact and success of sustainable business practices from different perspectives of a company.

Description The best business ideas are the best... because they have proven themselves to be exactly that. But how do you prove the success of sustainable business practices, aimed at furthering an objective (e.g., the environment, labor practices, gender equality) that does not necessarily support the firm's bottom line? Do they achieve their objectives, and how do they contribute to that bottom line? In this skill, you will learn (i) that the correct method used to answer these questions depends very much on the type of business; (ii) that the success of sustainable business practices varies (and why); (iii) how to assess the relationship between firms' bottom line (sales, profits, market share) and their focus on sustainability. The emphasis on the course is on real-life data cases, which cover areas such as equities, corporate debt, microfinance, charitable giving and crowdfunding.

Literature To be announced

Prerequisites Exchange students need to have taken at least one introductory business course and one quantitative methods course including basic statistics and regression analysis and have an advanced level of English.

Keywords

Teaching methods Assignment / Groupwork

Assessment methods Attendance / Participation / Written Exam

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 - Economics	Year 2 Elective Skill(s)
Bachelor Economics and Business Economics - Economics and Management of Information	Year 2 Elective Skill(s)
Bachelor Economics and Business Economics - International Business Economics	Year 2 Elective Skill(s)
Bachelor Fiscal Economics	Year 2 Elective Skill(s)
Bachelor International Business	Year 2 Elective Skill(s)
SBE Exchange Bachelor	Bachelor Exchange Skills
SBE Exchange Master	Bachelor Exchange Skills
SBE Non Degree Courses	Bachelor Skills