

## Course Descriptions Bachelor 2021-2022

Course Title Diversity in Entrepreneurship  
 Course Code EBC2172  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	30-8-2021	15-10-2021		X		X	

Level Introductory/Intermediate

Coordinator Roy Broersma For more information: [r.broersma@maastrichtuniversity.nl](mailto:r.broersma@maastrichtuniversity.nl)

Language of instruction English

Goals Develop a solid theoretical understanding of how diversity in gender, age, race or context influence opportunities and challenges in initiating and exploiting entrepreneurial ventures and intrapreneurial contexts.

Description Across the globe, increasing numbers of women are striking out on their own and they set up new businesses. In OECD countries, more women than men start businesses. The number of women being educated to degree level and above has also risen internationally. With the growing interest in women's rights around the world, women's economic empowerment and the recognition of its relevance have notably progressed too. Taking the perspective of women and entrepreneurship, this course takes a different approach on the role of the individual in the entrepreneurial process. As long as the dominant paradigm is to distinguish between entrepreneurship and female entrepreneurship, one could make the claim that a classical entrepreneur is seen as a male subject. The course does not aim to bring down gender barriers or be a strong activist voice for gender equality. Rather this course acknowledges that there are differences between the way men and women go about being entrepreneurs. This course strives to teach students the best from both worlds. The course will do so by focussing on entrepreneurship with different gender, economical, and cultural contexts and explore which lessons one may draw from these different contexts, both from an academic as well as from a practical perspective. Rooted in a strong academic base the course will consider entrepreneurial concepts in different contexts leading to context-rich learning and a better appreciation of diversified entrepreneurial solutions.

Literature Academic articles and cases

Prerequisites Basic business fundamentals

Keywords

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

Assessment methods Final Paper / Attendance / 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

Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)
Bachelor International Business	Year 3 Business Elec(s) - Maj Accounting
Bachelor International Business	Year 3 Business Elec(s) - Maj Finance
Bachelor International Business	Year 3 Business Elec(s) - Maj Inf Mgmt
Bachelor International Business	Year 3 Business Elec(s) - Maj Marketing
Bachelor International Business	Year 3 Business Elec(s) - Maj Org
Bachelor International Business	Year 3 Business Elec(s) - Maj SCM
Bachelor International Business	Year 3 Business Elec(s) - Maj Strategy
Bachelor International Business	Year 3 Core Course(s) - Maj Entrepreneurship
UM-wide minors	Minor Entrepreneurship
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses
SBE Non Degree Courses	Minor Entrepreneurship