

# Course Descriptions Master 2023-2024

Course Title Business Innovation and Sustainable Development  
 Course Code EBC4106  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	15-4-2024	7-6-2024		X			X

Level Advanced  
 Coordinator Van Vuong For more information: [v.vuong@maastrichtuniversity.nl](mailto:v.vuong@maastrichtuniversity.nl)

Language of instruction English

Goals The educational goal of this course is to develop a holistic understanding of today's business world. Sustainability refers to the relationship between business, society, and planet. Understanding these connections, and connecting them to business decisions is the first milestone of this course.

Description Based on this holistic view, the ultimate objective of the course is for every student to develop his or her own personal synthesis and approach for identifying and solving the key problems that they will face in the business world, be it as entrepreneur or as a member in an existing corporation. There is an increased need in the business world for people being able to plan strategic innovation for a sustainable future.

As we move toward the third decade of the 21st century, the very nature of corporate and competitive strategy is undergoing radical transformation. Business will become increasingly focused on transformation rather than continuous improvement, as the global challenges of sustainability come to dominate the competitive landscape.

Forces such as the accelerating rate of technological change, the mounting environmental crisis or the widening gap between rich and poor - to mention only a few - will make clearly defined competitive strategies allowing for long terms competitive advantage practically impossible. Indeed, over the next decade or two, we will witness some important changes in existing industries which will be restructured, with many incumbents losing their positions to new entrants emerging from beyond traditional industry boundaries.

There is a personal and skill development aspect to this course. Competencies that students need to mobilize include team work, analytical skill, and multitasking between theory and practice.

Literature Book, articles and case studies. Occasionally, this will be supplemented by videos.

Prerequisites TRANSITIONAL REGULATIONS:  
 This course is in transition within the master International Business specialisation Entrepreneurship and Business Development. It also effects master Business Research students who choose first year electives from the Entrepreneurship and Business Development group. Students from other programs can ignore this.

The following rule applies to master International Business specialisation Entrepreneurship and Business Development and certain master Business Research students who started the programme prior to academic year 2023-2024.

TRANSITIONAL REGULATION (EBC4106):

Students are able to repeat the course, including an examination and a resit opportunity in 2023-2024.

Students who have not finished the course by then will be given the opportunity to repeat the examination and a resit opportunity in 2024-2025.

See the Transitional Regulations section in the Master Education and Examination Regulations for more information.

PREREQUISITES:

\* Excellent command of English, spoken and written.

\* Basic understanding of strategic management and business economics. E.g. basic concepts such as ROA or the five forces should be known.

\* Basic understanding (in terms of reading rather than actually doing) of statistics, allowing you to properly understand regression analysis and other types of statistical analysis in academic articles.

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

Master Business Research - No specialisation	Year 1 Disc - IB Strategy and Innovation
Master Business Research - Operations Research	Elective Course(s)
Master Economics and Strategy in Emerging Markets	Elective Course(s)
Master Human Decision Science	Elective Course(s)
Master International Business - Accounting and Business Information Technology	Elective Course(s)
Master International Business - Managerial Decision-Making and Control	Elective Course(s)
Master International Business - Information Management and Business Intelligence	Elective Course(s)
Master International Business - Marketing-Finance	Elective Course(s)
Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)
Master International Business - Strategic Corporate Finance	Elective Course(s)
Master International Business - Strategic Marketing	Elective Course(s)
Master International Business - Strategy and Innovation	Compulsory Course(s)
Master International Business - Supply Chain Management	Elective Course(s)
Master International Business - Sustainable Finance	Elective Course(s)
Transitional Regulations	See prerequisites
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses