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| Course Title | Smart Service Project | | | | | | | |
| Course Code | EBP4005 | | | | | | | |
| ECTS Credits | 5,0 | | | | | | | |
| Assessment | None | | | | | | | |
| Period | Period | Start | End | Mon | Tue | Wed | Thu | Fri |
| | S2 | 3-2-2020 | 26-6-2020 | | | X | | |
| Level | Advanced | | | | | | | |
| Coordinator | Rudolf Müller, Burak Can For more information:r.muller@maastrichtuniversity.nl; b.can@maastrichtuniversity.nl | | | | | | | |
| Language of instruction | English | | | | | | | |
| Goals | After successfully finishing this course, you will be able to: * apply knowledge of frameworks, approaches, perspectives, and methodologies acquired in 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 Project gives 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. The goal is to develop and (partly) 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 | | | | | | | | |
| 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://iwiio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM | | | | | | | |
| This course belongs to the following programme / specialisation | Master Business Intelligence and Smart Services | | | | Project(s) | | | |