

Course Descriptions Master 2020-2021

Course Title Smart Service Project

Course Code EBP4005

ECTS Credits 5,0

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
S2	1-2-2021	25-6-2021			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 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 a business case.

Description The Smart Service Project gives students a challenging opportunity to apply and extend the knowledge they have acquired in the mandatory and elective courses of the BISS master program. Students will tackle a business problem in order to develop a smart service, i.e. a service that exploits today's data- and technology-rich environment to support managerial decision-making or facilitate consumers' daily lives.

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://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation Master Business Intelligence and Smart Services Project(s)