

Course Descriptions Master 2021-2022

Course Title Sustainable Entrepreneurship
Course Code SSP5031
ECTS Credits 5,0
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	10-1-2022	21-1-2022	C				

Level Intermediate/Advanced

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Language of instruction English

Goals
Students who complete this module successfully will be able to:
* Critically reflect on sustainable entrepreneurship/intrapreneurship theory and practice
* Identify and evaluate sustainable entrepreneurship opportunities
* Develop a strategy for a sustainable enterprise
* Conduct primary research and analyse primary and secondary data in the field of sustainable entrepreneurship
* Prepare and present documentation to pitch a novel enterprise idea
* Learn to cope with the chaos and complexity of doing sustainable entrepreneurship in the real world

Description
This module provides students the opportunity to develop and apply entrepreneurial skills to address complex social and environmental problems. Students will explore the role of entrepreneurial action from new organisations (entrepreneurship) and existing organisations (intrapreneurship) in contributing to sustainability transitions. This course is structured around experiential problem-based learning, providing students the opportunity to synthesise theory and practice as they develop an idea for their own sustainable enterprises. Topics will include: critically reviewing concepts of sustainable entrepreneurship/intrapreneurship; user centred-design of social and sustainable enterprises; frameworks for understanding and strategizing; understanding and reporting social and environmental impact; sustainable investment.

Literature

Prerequisites Sustainable Business Innovation (SSP5021)

Keywords

Teaching methods PBL / Lecture

Assessment methods Final Paper / Participation

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 Sustainable Business: Leadership, Innovation and Management Compulsory Course(s)