Course Descriptions None 2013-2014

Course Title	Entrepreneurship and Innovation
Course Code	EBC4041
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2013	20-12-2013	X/E			X/E	

Level	Advanced
Coordinator	Boris Blumberg For more information:b.blumberg@maastrichtuniversity.nl
Language of instruction	English
Goals	To understand entrepreneurial and innovation processes. This includes making students familiar with the academic literature on innovation and entrepreneurship, illustrating the link between innovation and entrepreneurship and understanding how theoretical considerations help to structure and explain examples from business practice.
Description	In this course we study entrepreneurial and innovation processes mainly from a Schumpeterian perspective. In this perspective the recognition and development of opportunities for innovation and entrepreneurial activities is central. Different types of opportunities and what determines the opportunity development process are covered in the first tutorial meetings. In the second part we will look at the role of creativity and the last meetings cover issues on how one can manage innovation and entrepreneurship. The tutorial meetings emphasize the academic literature and link it to many case examples. The tutorial meetings are accompanied by a student consulting project. In this project students form teams to develop ideas how an invention could be transformed into an innovation including an evaluation of these ideas. Two lectures round out the picture we develop on entrepreneurship and innovation. The specific context of logistics and supply chain mnagement is taken account off by applying the general konwledge on innovation and entrepreneurship to examples from the logistic and supply chain domain.
Literature	Textbook: Drucker, Peter F. (1985), Innovation and Entrepreneurship, Taylor & Francis (2007) A broad collection of academic articles
Prerequisites	Courses and workload are very demanding for all IB Master courses. Some prior knowledge on strategic and innovation management could be useful in order to have a better understanding of this course. Exchange students need to have obtained a bachelor degree with a major in Business or in Economics. Exchange students need to major in strategy in their Master. An advanced level of English
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation / Written Exam
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	IB Electives
Master Business Research Track OR	IB Electives
Master Human Decision Science	Electives
Master International Business Track Accountancy	Electives
Master International Business Track Controlling	Electives
Master International Business Track Entrepreneurship	Electives
Master International Business Track Finance	Electives
Master International Business Track Organisation	Electives
Master International Business Track Strategy and Innovation	Electives
Master International Business Track Strategy and Innovation	Strategy
SBE Exchange Master	Master Courses
SBE Non Degree Courses	Master Courses