

Course Descriptions None 2013-2014

Course Title Entrepreneurship and Innovation*
Course Code EBC4111
ECTS Credits 6,5
Assessment None

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|------------|------------|-----|-----|-----|-----|-----|
| 2 | 28-10-2013 | 20-12-2013 | | | | | |

Level Advanced
Coordinator Boris Blumberg For more information: b.blumberg@maastrichtuniversity.nl
Language of instruction English

Goals To understand entrepreneurial and innovation processes in the specific context of logistics and supply chain management. 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 management is taken account off by applying the general knowledge on innovation and entrepreneurship to examples from the logistic and supply chain domain.

Literature Textbook: Drucker, Peter, F., (1985), Innovation and Entrepreneurship, New York: Harper Collins
A broad collection of academic articles

Prerequisites
Teaching methods PBL / Presentation / 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 Global Supply Chain Management&Change Compulsory Courses