Course Descriptions None 2014-2015

Course Title	Business Innovation
Course Code	EBC2068
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	13-4-2015	5-6-2015		X			X

Level	Intermediate
Coordinator	Wilko Letterie For more information:w.letterie@maastrichtuniversity.nl
Language of instruction	English
Goals	Technology and innovation have to be managed by firms. In this course we will explore which concepts, techniques, tools and management processes are helpful to successfully advance technological innovations.
Description	Successful innovation requires firms to manage the innovation process. To that end firms need to obtain particular skills and knowledge. During the business innovation course we will probe into the strategies developed by firms to innovate and to generate value from innovations. Topics included are how Organisational and industrial context shape innovation. We will cover which internal and external sources are important for innovative firms. For instance, links with customer needs and R&D alliances will be discussed. Another topic is how firms can appropriate the value of their innovations. In this context we will discuss corporate venturing and we touch upon the role open innovation may play.
Literature	Book and articles
Prerequisites	Basic knowledge of: marketing, organisation and strategy An advanced level of English
Teaching methods	PBL / Presentation / Lecture / Groupwork
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

Bachelor Economics and Business Economics Specialisation Economics	IBE Electives
Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
Bachelor Economics and Business Economics Specialisation International Business Economics	Major Strategy
Bachelor International Business	Business Electives
Bachelor International Business	Major Strategy
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses