

Course Descriptions None 2014-2015

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

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