Course Descriptions None 2018-2019

Course Title	Entrepreneurship and Small Business Management
Course Code	EBC2158
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	15-4-2019	7-6-2019		X			X

Level	Introductory/Intermediate
Coordinator	Van Vuong For more information:v.vuong@maastrichtuniversity.nl
Language of instruction	English
Goals	The Entrepreneurship and Small Business Management course aims to introduce students to the world of start-ups, SMEs (small-and medium-sized enterprises) and corporate venturing. The goal of the course is to acquaint students with concepts and theories that are relevant in the process of setting up and managing an own business. Besides, we will illustrate how entrepreneurial behaviour in large companies can positively influence multiple individual and firm-level performance variables. At the same time, the course will offer the students a 'learning-by doing' environment in which they can practice certain fundamentals of the entrepreneurial process such as value creation, opportunity recognition and creativity. Finally, this course aims to bridge theory and practice illustrating how the theories in this course are applied in their specific business context. This course however is not a step-by-step guide for starting your own business.
Description	The course discusses the different steps in the entrepreneurial and small-business process, such as opportunity recognition, gathering resources, strategic planning in smaller companies, managing the venture, and growth, exit or failure of the business. It also introduces different types of entrepreneurship, such as social, academic and corporate venturing, as well as the theories that are important within this research field.
Literature	Selection of book chapters and journal articles
Prerequisites	Students need to have an advanced level of English and the ability to read and understand articles from scientific journals. For exchange students: fluid mastery of English and capacity to read and understand academic journal articles
Keywords	
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / 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

Bachelor International Business - Emerging Markets	Year 2 Core Courses
Bachelor International Business	Year 2 Compulsory Courses