Course Descriptions None 2019-2020

Course Title	Evidence-based Impact Assessment for Sustainable Business Practices
Course Code	EBS2069
ECTS Credits	4,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	13-1-2020	24-1-2020	C				

Level	Intermediate
Coordinator	Pomme Theunissen, Paul Smeets For more information:p.theunissen@maastrichtuniversity.nl; pm.smeets@maastrichtuniversity.nl
Language of instruction	English
Goals	This skill introduces students to evaluate and assess the impact and success of sustainable business practices from different perspectives of a company.
Description	The best business ideas are the best... because they have proven themselves to be exactly that. But how do you prove the success of sustainable business practices, aimed at furthering an objective (e.g., the environment, labor practices, gender equality) that does not necessarily support the firm's bottom line? Do they achieve their objectives, and how do they contribute to that bottom line? In this skill, you will learn (i) that the correct method used to answer these questions depends very much on the type of business; (ii) that the success of sustainable business practices varies (and why); (iii) how to assess the relationship between firms' bottom line (sales, profits, market share) and their focus on sustainability. The emphasis on the course is on real-life data cases, which cover areas such as equities, corporate debt, microfinance, charitable giving and crowdfunding.
Literature	To be announced
Prerequisites	Exchange students need to have taken at least one introductory business course and one quantitative methods course including basic statistics and regression analysis and have an advanced level of English.
Keywords	
Teaching methods	Assignment / Groupwork
Assessment methods	Attendance / 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 Economics and Business Economics - Economics	Year 2 Elective Skill(s)
Bachelor Economics and Business Economics - Economics and Management of Information	Year 2 Elective Skill(s)
Bachelor Economics and Business Economics - International Business Economics	Year 2 Elective Skill(s)
Bachelor Fiscal Economics	Year 2 Elective Skill(s)
Bachelor International Business	Year 2 Elective Skill(s)
SBE Exchange Bachelor	Bachelor Exchange Skills
SBE Exchange Master	Bachelor Exchange Skills
SBE Non Degree Courses	Bachelor Skills