

Course Descriptions None 2019-2020

Course Title Smart Service Project
Course Code EBP4005
ECTS Credits 5,0
Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
S2	3-2-2020	26-6-2020			X		

Level Advanced

Coordinator Rudolf Müller, Burak Can For more information: r.muller@maastrichtuniversity.nl; b.can@maastrichtuniversity.nl

Language of instruction English

Goals After successfully finishing this course, you will be able to:
* apply knowledge of frameworks, approaches, perspectives, and methodologies acquired in the BISS master courses for the development of smart services and the analysis of business data.
* translate a general problem into a specific (research) question, and collect and analyze data to obtain an answer.
* communicate the outcomes of your work and analysis in general and the value proposition of a smart service in particular.
* develop your own innovative ideas in the context of an actual business case.

Description The Smart Service Project gives students a challenging opportunity to apply and extend the knowledge they acquire in the mandatory and elective courses of the BISS master program. Students will tackle a real business problem, in order to develop a smart service; that is, a service that exploits today's data- and technology-rich environment to support managerial decision-making or facilitate end-consumers' daily lives. The goal is to develop and (partly) implement the smart service.

Literature The exact literature depends on the specific project of the group and it is to be decided by the students. Coordinators will provide relevant literature when students are confronted with new tools or methods that have not been addressed in any of the courses. This content may take the form of literature, online learning materials (e.g., videos, moocs), or workshops.

Prerequisites

Keywords

Teaching methods PBL / Lecture / Groupwork / Skills / Coaching

Assessment methods Final Paper / Presentation

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 Business Intelligence and Smart Services Project(s)