Course Descriptions None 2020-2021

Course Title	Strategic Entrepreneurship and Innovation
Course Code	EBC4041
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	31-8-2020	16-10-2020	X		X		

Level	Advanced
Coordinator	Yannick Bammens For more information:y.bammens@maastrichtuniversity.nl
Language of instruction	English
Goals	In this course students get acquainted with entrepreneurial and innovation processes. First students will develop a deeper insight and understanding of different theories that underlie these processes. Second students will merge these new insights with the broad array of contemporary developments . Third students will be encouraged to apply their new knowledge and insights in various projects Fourth students will enhance their creative skill set.
Description	PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. In this course we look at entrepreneurial and innovation processes from a micro and macro perspective. The micro perspective looks at how people become more innovative and emphasizes on creativity as a major source for innovation. Departing from this micro perspective we look how individual behavior aggregates to the macro level and study innovation from an organizational and economic system perspective. The course is characterized by a wide set of different meeting formats. Next to the classical tutorial meetings, guest lectures inform the student on current innovation challenges in business practice, in workshops students and the consulting project meetings students will enhance their skill sets.
Literature	A collection of academic articles and "Myths of Creativity" by David Burkus.
Prerequisites	Courses and workload are very demanding for all IB Master courses. Some prior knowledge on strategic and innovation management could be useful in order to have a better understanding of this course. Exchange students need to have obtained a bachelor degree with a major in Business or in Economics. An advanced level of English.
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers
Assessment methods	Final Paper / Participation / Oral Exam / Assignment / 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 Research - No specialisation	Year 1 Disc - IB Entrepreneurship and Bus. Dev.
Master Business Research - No specialisation	Year 1 Disc - IB Strategy and Innovation
Master Business Research - Operations Research	Year 1 Elective Course(s)
Master Business Research - Operations Research	Year 2 Elective Course(s)
Master Human Decision Science	Elective Course(s)
Master International Business - Entrepreneurship and Business Development	Compulsory Course(s)
Master International Business - Strategy and Innovation	Compulsory Course(s)
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses