Course Descriptions None 2020-2021

Course Title	Financial Product Development: A Marketing-Finance Approach
Course Code	EBC4113
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	12-4-2021	28-5-2021	X			X	

Level	Advanced
Coordinator	Joost Pennings For more information:joost.pennings@maastrichtuniversity.nl
Language of instruction	English
Goals	The purpose of this course is to provide students with insight in the product development process of financial products, and how this differs from the product development process of more tangible products. More specifically, literature on the interface between marketing and finance will be used to gain a better understanding of these processes. Apart from this more theoretical part of the course, there will be a methodological component in which more attention will be paid to how we may try to find out investors' needs or the existence of different segments of investors and how companies may adapt their product development to incorporate such different segments. Students will be acquainted with advanced statistical techniques to do so.
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. The course integrates the financial literature on financial product development with the marketing approach towards product development. The course will show that both approaches are complementary to each others and that only by integrating the two approaches the necessary and sufficient conditions for successful financial product development will be fulfilled.
Literature	Hooman Estelami, (2012), Marketing Financial Services, Indianapolis, USA: Dog Ear Publishing, ISBN: 978-145750-774-8.
Prerequisites	Courses and workload are very demanding for all IB Master courses. Exchange students need to have obtained a Bachelor degree in business. Exchange students need to major in finance in their Master. Students are expected to have basic knowledge about marketing as well as about finance. Moreover, as advanced statistical techniques will be presented, knowledge of and experience in statistics as well as analytical insights are required for this course.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Attendance / 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

Master Business Research - No specialisation	Year 1 Disc - IB Marketing-Finance
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 - Accounting and Business Information Technology	Elective Course(s)
Master International Business - Entrepreneurship and Business Development	Elective Course(s)
Master International Business - Managerial Decision-Making and Control	Elective Course(s)
Master International Business - Information Management and Business Intelligence	Elective Course(s)
Master International Business - Marketing-Finance	Compulsory Course(s)
Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)
Master International Business - Strategic Corporate Finance	Elective Course(s)
Master International Business - Strategic Marketing	Elective Course(s)
Master International Business - Strategy and Innovation	Elective Course(s)
Master International Business - Supply Chain Management	Elective Course(s)
Master International Business - Sustainable Finance	Elective Course(s)