

## Course Descriptions None 2022-2023

Course Title Multidisciplinary Business Challenge  
 Course Code EBC4270  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	31-10-2022	16-12-2022			X		X
5	17-4-2023	9-6-2023		X		X	

Level Intermediate/Advanced  
 Coordinator Nicolle Bassie van den Elst For more information:nicolle.bassie-vandanelst@maastrichtuniversity.nl  
 Language of instruction English

Goals  
 Description PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. A RE-EMERGENCE OF THE CORONAVIRUS AND NEW COUNTERMEASURES BY THE DUTCH GOVERNMENT MIGHT FORCE COORDINATORS 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 business context is characterized by major changes, including the ongoing twin transition toward a greener and more digital European economy. Such changes bring about opportunities for entrepreneurs, managers, and investors. In this course, we familiarize students with frameworks that help decision-makers in navigating the uncertainty associated with change and initiative - these include effectuation, design thinking, and the lean startup methodology. In small teams, students will analyze opportunities from the perspective of their own entrepreneurial team (skills and goals), new technologies (incl. digital tech), and the customer (latent needs). Teams will then develop a value proposition, design a business model around it, and validate the business model in the market. This course combines reading materials with hands-on application.

Literature  
 \* Osterwalder A. & Pigneur Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons. (ISBN 9780470876411).  
 \* Osterwalder A., Pigneur Y., Bernarda G., Smith, A. & Papadakos, T. (2014). Value proposition design: How to create products and services customers want. John Wiley & Sons, 2014. (ISBN 9781118968055).  
 \* Van der Pijl P., Lokitz J., & Solomon L. (2016). Design a better Business: new tools, skills, and mindset for strategy and innovation. John Wiley & Sons. (ISBN 9781119272113).  
 \* Additional articles.

Prerequisites All master International Business students can register themselves for this course through the Student Portal. Note that there is a limit, and registrations will be handled on a first come, first serve basis. In other words, once the course is full, you will not be able to register for it anymore.

Keywords  
 Teaching methods Presentation / Lecture / Groupwork / Skills / Coaching

Assessment methods Final Paper / Attendance / Participation / 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 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	Elective 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)