Course Descriptions None 2023-2024

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	4-9-2023	20-10-2023	X		X		

Level	Advanced
Coordinator	Anita van Gils For more information:a.vangils@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	This course analyses the entrepreneurship and innovation process – moving from startup over scaleup to corporate innovation – using a strategic management lens. For the startup and scaleup setting, it investigates entrepreneurial decision models (e.g., effectuation, lean startup) and strategic and organizational challenges in scaling the business venture. For the corporate setting, it studies crucial decisions in areas like R&D spending, corporate venturing, and patenting, as well as strategic challenges related to ambidexterity and responding to disruptive innovations. This course thus offers an holistic advanced-level overview of entrepreneurship and innovation processes, with deep dives in key focal areas.
Literature	Academic articles, practitioner articles, cases.
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 / Papers / Groupwork
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 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	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