Course Descriptions None 2024-2025

Course Title	Business Innovation and Sustainable Development
Course Code	EBC4106
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	14-4-2025	8-6-2025		X			X

Level	Advanced
Coordinator	João Fontes Duarte, Stavros Ipektsidis For more information:j.fontesduarte@maastrichtuniversity.nl; s.ipektsidis@maastrichtuniversity.nl
Language of instruction	English
Goals	The educational goal of this course is to develop a holistic understanding of today's business world. Sustainability refers to the relationship between business, society, and planet. Understanding these connections, and connecting them to business decisions is the first milestone of this course. Based on this holistic view, the ultimate objective of the course is for every student to develop his or her own personal synthesis and approach for identifying and solving the key problems that they will face in the business world, be it as entrepreneur or as a member in an existing corporation. There is an increased need in the business world for people being able to plan strategic innovation for a sustainable future.
Description	As we move toward the third decade of the 21st century, the very nature of corporate and competitive strategy is undergoing radical transformation. Business will become increasingly focused on transformation rather than continuous improvement, as the global challenges of sustainability come to dominate the competitive landscape. Forces such as the accelerating rate of technological change, the mounting environmental crisis or the widening gap between rich and poor - to mention only a few – will make clearly defined competitive strategies allowing for long terms competitive advantage practically impossible. Indeed, over the next decade or two, we will witness some important changes in existing industries which will be restructured, with many incumbents losing their positions to new entrants emerging from beyond traditional industry boundaries. There is a personal and skill development aspect to this course. Competencies that students need to mobilize include team work, analytical skill, and multitasking between theory and practice.
Literature	Book, articles and case studies. Occasionally, this will be supplemented by videos.
Prerequisites	This course is in transition for the: * master International Business specialisation Entrepreneurship and Business Development * master Business Research - No specialisation * master Business Research - Operations Research The following rule applies to master Business Research - Operations Research students who started the programme prior to academic year 2024-2025. TRANSITIONAL REGULATION (EBC4106): The master Business Research has been discontinued. Courses of the Business Research master's programme will continue to be offered until and including academic year 2025-2026 with exam opportunities running until and including 2026-2027. The following rule applies to master students who started the programme prior to academic year 2023-2024. Specifically: * Master Business Research - No specialisation (Note: only if you are taking "Entrepreneurship and Business Development" disciplinary courses!) * Master International Business - Entrepreneurship and Business Development TRANSITIONAL REGULATION (EBC4106): In 2024-2025 students are allowed to repeat the examination and resit. Use AskSBE to register. PREREQUISITES: * Excellent command of English, spoken and written. * Basic understanding of strategic management and business economics. E.g. basic concepts such as ROA or the five forces should be known. * Basic understanding (in terms of reading rather than actually doing) of statistics, allowing you to properly understand regression analysis and other types of statistical analysis in academic articles.
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork
Assessment methods	Final Paper / Attendance / Participation / 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	Transitional Regulation
Master Business Research - Operations Research	Transitional Regulation
Master Economics and Strategy in Emerging Markets	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	Transitional Regulation
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	Compulsory Course(s)
Master International Business - Supply Chain Management	Elective Course(s)
Master International Business - Sustainable Finance	Elective Course(s)
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses