

Course Descriptions None 2024-2025

Course Title Knowledge, Innovation and Technological Change
 Course Code EBC4269
 ECTS Credits 6,5
 Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|-----------|-----|-----|-----|-----|-----|
| 4 | 3-2-2025 | 30-3-2025 | X | | X | | |

Level Advanced
 Coordinator João Fontes Duarte For more information: j.fontesduarte@maastrichtuniversity.nl
 Language of instruction English

Goals
 * Equip students with a powerful set of tools to analyze processes of innovation and technological change in competitive environments
 * Students learn how to analyze & interpret relevant data to make informed decisions
 * Students can communicate their ideas persuasively and professionally to their target audience

Description
 Today's fast-paced international markets are characterized by continuous innovation and fierce technology-based competition. Therefore, understanding how firms generate new knowledge and how technological change affects the competitive landscape is essential for effective strategizing. This course bridges the gap between general strategy and more specialized technology and innovation fields. It addresses how organizations navigate challenges and take advantages of opportunities created by disruptive technological change. Among others, the following topics are covered: sources of new ideas and recombination, dealing with uncertainty, machine learning and AI for strategic decision-making, data as a source for competitive advantage, incentives for innovators, industries driven by new technology emergence and financing of innovation. It teaches students how to deal with the inherent uncertainty of business innovation processes and puts them into the position to formulate strategies related to innovation investment decisions, intellectual property, and technological change.

Literature Textbook; Academic and practitioner articles.

Prerequisites
 This course is in transition for the master Business Research.
 See the Master Education and Examination Regulations for more information.

The following rule applies to master Business Research students who started the programme prior to academic year 2024-2025.

TRANSITIONAL REGULATION (EBC4269):

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.

PREREQUISITES:

This Master-level course requires an understanding of general business concepts and management theories. Exchange students need to have obtained a bachelor degree with a major in business and need to major in strategy in their Master. An advanced level of English.

Keywords

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Attendance / Participation / Written Exam

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 Digital Business and Economics | Elective Course(s) |
| Master Human Decision Science | Elective Course(s) |
| Master International Business - Strategy and Innovation | Compulsory Course(s) |