Course Descriptions None 2025-2026

Course Title	Creativity & Concept Development
Course Code	EBS2144
ECTS Credits	4,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	12-1-2026	23-1-2026	C				

Level	Intermediate
Coordinator	Jolien Huybrechts For more information:j.huybrechts@maastrichtuniversity.nl
Language of instruction	English

Goals

This skills course is focused on developing your competence at two important tasks for the launching of entrepreneurial ventures: [1] spotting opportunities, [2] developing business concepts that could be deployed to exploit discovered opportunities.

Entrepreneurial opportunities are rarely discovered through systematic search, yet systematic search can play a critical role in the enhancement of embryonic ideas for new business. Creativity plays a key role in entrepreneurship as it affects opportunity recognition, ideation, and business concepting. Furthermore, entrepreneurs usually also need to be creative in mobilising resources (people, capital, equipment etc.), in starting-up Winning initial customers), and in adapting their organisation to the requirements of sustainable growth. That is why this skills course helps you to develop your creative problem solving skills. Of course, competence at creativity and concept development could also prove valuable outside entrepreneurship.

Throughout the course we seek to not work in a classroom but in a true creativity lab: the ideas that you develop may have merit beyond this course.

Description

Creativity plays an important role in several, maybe all, aspects of what makes Organisations work and flourish. Creativity is also an essential skill for entrepreneurs to master if they want to start, build and grow a company. But on the other hand, the concept of creativity is barely understood. Is creativity a personality trait, or is it something you can learn by exercise? Is it the outcome of an individual process, or something that is greatly dependent on the environment of the creative person? If you want to build a creative company is it sufficient to hire creative people, do creative individuals make up a creative team, does the 'creative personality' exist?

During this skills course we will touch upon all these important aspects of creativity. But, most of all, we will try to find ways to develop your own creativity. The starting point of the training is the fact that everyone is creative, that creativity is a skill that can be learned and trained. We will follow different paths to help you to investigate your own creativity and to find the best way to improve your creative skills.

In this course you will explore how existing products and novel technologies can provide a starting point for product ideation and business concepting.

Literature

- Lumsdaine, E., & Binks, M. 2006. Entrepreneurship from Creativity to Innovation: Effective Thinking Skillsfor a Changing World: Trafford Publishing (this is suggested not required literature).
- Epstein, R. 2000. The big book of creativity games: quick, fun activities for jumpstarting innovation. NewYork: McGraw-Hill (this is suggested not required literature).
- papers.

Prerequisites

The courses of the Entrepreneurship minor draw on the scholarly entrepreneurship literature. They do NOT expect that you have already developed an understanding of the functional domains of business administration or small business management (e.g. strategy, marketing, accounting, HRM, finance, operations). You must have taken at least two out of four minor courses (i.e. EBC2144, EBC2145, EBC2146, EBC2147) BEFORE starting this skill. As this minor is delivered in English, your command of the English language in speech and writing should be good enough to actively prepare for, participate in, and contribute to the classes.

Transitional Regulations	
Teaching methods	Presentation / Lecture / Assignment / Papers / 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

UM-wide minors	Minor Entrepreneurship
SBE Exchange Bachelor	Bachelor Exchange Skills
SBE Exchange Master	Bachelor Exchange Skills
SBE Non Degree Courses	Bachelor Skills
SBE Non Degree Courses	Minor Entrepreneurship