

Course Descriptions None 2025-2026

Course Title Strategic Entrepreneurship and Innovation
 Course Code EBC4041
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2025	17-10-2025	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 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.<p>Note that courses and workload are very demanding for all master International Business courses.</p>

Transitional Regulations <div class="trreg"><div class="subtitle">TRANSITIONAL REGULATIONS</div><ul class="trcohorts">Master Business ResearchMaster Business Research - Operations ResearchIn 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.In 2026-2027 exam/resit opportunities are offered.From 2027-2028 onwards, the course is cancelled.<table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td> </td></tr><tr><td>2026-2027</td><td> </td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table></div><div class="trreg"><div class="subtitle">TRANSITIONAL REGULATIONS</div><ul class="trcohorts">Master International Business - Strategy and Innovation [2024-2025 and earlier]In 2025-2026 education and exam/resit opportunities are offered.In 2026-2027 exam/resit opportunities are offered.From 2027-2028 onwards, the course is cancelled.<table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col style="width: 120px;"><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2025-2026</td><td>X</td><td>X</td><td> </td></tr><tr><td>2026-2027</td><td>X</td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table></div>

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	In transition - Y1 Disc IB Ent Bus Dev
	Master Business Research - No specialisation	In transition - Y1 Disc IB Strategy and Innovation
	Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
	Master Human Decision Science	Cancelled - Elective Courses
	Master International Business - Entrepreneurship and Business Development	Compulsory Courses
	Master International Business - Strategy and Innovation	In transition - Compulsory Courses
	SBE Exchange Master	Master Exchange Courses
	SBE Non Degree Courses	Master Courses