Course Descriptions None 2025-2026

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	13-4-2026	5-6-2026		X			X

Level	Advanced
Coordinator	Wilko Letterie For more information:w.letterie@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	- 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.
Transitional Regulations	TRANSITIONAL REGULATIONS <ul class="trcohorts"> - Master Business Research [2022-2023 and earlier] - Master International Business - Entrepreneurship and Business Development [2022-2023 and earlier] - In 2023-2024 education and exam/resit opportunities are offered. - In 2024-2025 exam/resit opportunities are offered. - From 2025-2026 onwards, the course is cancelled. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2023-2024</td><td>X</td><td>X</td><td> </td></tr><tr><td>2024-2025</td><td> </td><td>X</td><td> </td></tr><tr><td>2025-2026 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table> TRANSITIONAL REGULATIONS <ul class="trcohorts"> - Master Business Research - Operations Research - In 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;"><col><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>
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	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 Business Research - Operations Research	Transitional Regulation
Master Economics and Strategy in Emerging Markets	Elective Courses
Master Human Decision Science	Elective Courses
Master International Business - Accounting and Business Information Technology	Elective Courses
Master International Business - Entrepreneurship and Business Development	Cancelled - Compulsory Courses
Master International Business - Managerial Decision-Making and Control	Elective Courses
Master International Business - Information Management and Business Intelligence	Elective Courses
Master International Business - Marketing-Finance	Elective Courses
Master International Business - Organisation: Management, Change and Consultancy	Elective Courses
Master International Business - Strategic Corporate Finance	Elective Courses
Master International Business - Strategic Marketing	Elective Courses
Master International Business - Strategy and Innovation	Compulsory Courses
Master International Business - Supply Chain Management	Elective Courses
Master International Business - Sustainable Finance	Elective Courses
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses