Course Descriptions None 2025-2026

Course Title	Digital Innovation Strategy
Course Code	EBC4284
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	27-10-2025	12-12-2025	X			X	

Level	no level
Coordinator	Boris Lokshin For more information:b.lokshin@maastrichtuniversity.nl
Language of instruction	English
Goals	The goals of the course are for the student to understand, critically evaluate, and apply, specifically: •Understand the importance of the major technological trajectories and appreciate how new technological developments are impacting upon the process of firm strategy. •Appreciate how data has become a new factor of production and one of most valuable resources and a source of competitive advantage for firms, learn about the industrial impact of digitization, including data, analytics, and AI •Gain insight into process of platformization of markets and understand the differences between an ecosystem and a platform, critically analyze the implications of the platform model for strategy. •Appreciate the role of new business models in successful innovation, critically analyze the differences between the closed and open innovation paradigms and business opportunities arising from the evolving landscape. •Gain insight into new organizational forms, the role of strategic leadership, critically analyze the components and architecture of a high innovation organization
Description	
Literature	
Prerequisites	
Keywords	
Transitional Regulations	
Teaching methods	PBL / Lecture
Assessment methods	
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 International Business - Accounting and Business Information Technology	Elective Courses
Master International Business - Entrepreneurship and Business Development	Elective 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