Course Descriptions None 2025-2026

Course Title	Better Business Models
Course Code	EBC2204
ECTS Credits	5,0
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	Abel Diaz Gonzalez For more information:abel.diazgonzalez@maastrichtuniversity.nl
Language of instruction	English
Goals	On the successful completion of this course you should be able to: 1. Critically reflect on social and environmental entrepreneurship theory and practice 2. Identify and evaluate social and environmental entrepreneurship opportunities 3. Develop a strategy for a social/environmental enterprise 4. Conduct primary research and analyse primary and secondary data in the field of social and environmental entrepreneurship 5. Prepare and present documentation to pitch a novel enterprise idea 6. Learn to cope with the chaos and complexity of doing social and environmental entrepreneurship in the real world.
Description	This course focuses on the principles of social entrepreneurship, teaching students how to create sustainable, scalable business models that contribute positively to society. Participants will learn to develop and pitch innovative social entrepreneurship ideas, exploring actionable strategies for real-world impact.
Literature	Papers from scholarly journals, case studies, podcasts, and videos will be indicated in the course syllabus. Each tutorial session, workshop and other lecture have dedicated materials to be prepared beforehand.
Prerequisites	SPARK registration
Keywords	
Transitional Regulations	
Teaching methods	PBL
Assessment methods	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

Bachelor Economics and Business Economics - Economics	SPARK Elective
Bachelor Economics and Business Economics - Emerging Markets	SPARK Elective
Bachelor Economics and Business Economics - Economics and Management of Information	SPARK Elective
Bachelor Economics and Business Economics - International Business Economics	SPARK Elective