

Course Descriptions None 2026-2027

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

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	31-8-2026	16-10-2026	X		X		

Level Advanced
 Coordinator Anita van Gils For more information: a.vangils@maastrichtuniversity.nl
 Language of instruction English
 Goals

1. Gaining insight into the strategic entrepreneurship process of entrepreneurial ventures, SMEs and family businesses. How do these companies develop their business models in constantly changing environments, orchestrate their resources to develop new opportunities and manage ambidexterity in their innovation process, with the aim to develop sustainable businesses in the long term.
2. Being able to apply the theories and concepts studied in an entrepreneurial, SME of family business context, as illustrated through case analyses.
3. Being able to analyse data on company's strategic entrepreneurial activities and present these results to a varied group of stakeholders.
4. Learning entrepreneurial skills, such as opportunity recognition, creativity, effective communication, and collaboration in international teams through class facilitations and teamwork.

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.

Transitional Regulations Note that courses and workload are very demanding for all master International Business courses.

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<div class="trreg"><ul class="trcohorts"><li>Master Business Research - No specialisation</li><li>Master Business Research - Operations Research</li></ul><ol><li>In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered.</li><li>In 2026-2027 exam/resit opportunities are offered.</li><li>From 2027-2028 onwards, the course is cancelled.</li></ol><table><col style="width: 200px;"><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</td><td>X</td><td>X</td><td>&nbsp;</td></tr><tr><td>2025-2026</td><td>X</td><td>X</td><td>&nbsp;</td></tr><tr><td>2026-2027</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr><tr><td>2027-2028 onwards</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr></tbody></table></div><div class="trreg"><ul class="trcohorts"><li>Master International Business - Strategy and Innovation [2024-2025 and earlier]</li></ul><ol><li>In 2025-2026 education and exam/resit opportunities are offered.</li><li>In 2026-2027 exam/resit opportunities are offered.</li><li>From 2027-2028 onwards, the course is cancelled.</li></ol><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>2025-2026</td><td>X</td><td>X</td><td>&nbsp;</td></tr><tr><td>2026-2027</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr><tr><td>2027-2028 onwards</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr></tbody></table></div><div class="trreg"><ul class="trcohorts"><li>Master Human Decision Science [2022-2023 and earlier]</li></ul><ol><li>From 2023-2024 onwards, the course is cancelled.</li></ol><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>2023-2024 onwards</td><td>&nbsp;</td><td>&nbsp;</td><td>&nbsp;</td></tr></tbody></table></div>
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Teaching methods PBL / Presentation / Papers / Groupwork
 Assessment methods Attendance / Participation / Written Exam / 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 Strategy and Innovation
	Master Business Research - No specialisation	In transition - Year 1 Disc IB Ent Bus Dev
	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