Course Descriptions None 2026-2027

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

Period

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. Note that courses and workload are very demanding for all master International Business courses.
Transitional Regulations	<ul class="trcohorts"> - Master Business Research - No specialisation [2023-2024 and earlier] - Master Business Research - Operations Research [2023-2024 and earlier] - 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> <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><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> </td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table> <ul class="trcohorts"> - Master Human Decision Science [2022-2023 and earlier] - From 2023-2024 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 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table>
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