Course Descriptions None 2026-2027

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	12-4-2027	4-6-2027		X			X

Level	Advanced
Coordinator	Sarah Edris For more information:s.edris@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	This course examines how innovation in international business shapes sustainable development across macro (institutions), meso (global value chains and regions), firm, and micro (individual) levels. It covers global challenges, governance and corruption, value chains, local ecosystems, firm strategies, inclusive innovation, and managerial decision-making, concluding with future technological transformations. The course considers emerging markets, recognizing their diversity in institutional conditions and development trajectories. The course introduces research to identify key theoretical mechanisms and examines their empirical relevance through case-based discussions, drawing, where relevant, on insights from selected book chapters. International business and innovation form the core analytical framework, while the United Nations Sustainable Development Goals (SDGs) are used as an outcome lens to evaluate how globally embedded actors shape sustainable development across diverse institutional and geographic contexts.
Literature	A complete reference list is included in the syllabus. -Academic and practitioner articles: These readings are available via Canvas. -Cases (HBR course packet): You will need to register on the Harvard website (www.hbr.org) and purchase (at a discounted rate). -Books: ebooks may be available via the UM library or for purchase from Amazon. oHandbook of sustainable innovation oInternational business and sustainable innovation -Videos: These are made available via Canvas. Sessions (minor adjustments may occur): Topic 1: Innovation, international business, and sustainable development -Research articles/Books: IB, grand challenges, sustainability transitions -Case: MNE as an actor addressing global SDGs -SDG: 17 Topic 2: Stakeholders and systems -Research: Institutional complexity of CSR -Case: Managing conflicting stakeholder demands across countries -SDG: 10, 12, 13 Topic 3: Institutions, governance, and corruptions -Research: Corruption in IB -Case: Firm learning, path dependence, institutional pressures -SDG: 16 Topic 4: GVCs and sustainability -Research: GVC governance, multi-tier responsibility -Case: Power, supplier governance, compliance vs capability building -SDG: 8, 12, 13 Topic 5: Cities, regions, and local innovation ecosystems -Research: Local embeddedness -Case: Tension between global firm and local institutional contexts -SDG: 9, 11 Topic 6: Sustainable innovation strategies in MNEs -Research: legitimacy across borders; global responsibility -Case: Aligning strategy, innovation, legitimacy across markets -SDG: 9, 12, 13 Topic 7: Social innovation and inclusive development -Research: Social value creation in IB -Case: Inclusion, market creation, limits of BoP models -SDG: 1, 10 Topic 8: Micro foundations: individuals, teams, and leadership -Research: Micro-level practices, ethical learning -Case: individual-level incentives, ethics, and organizational pressure -SDG: ALL Topic 9: Technological evolution -Research: knowledge transfer, transparency -Case: global diffusion of sustainable innovation -SDG: 7, 9, 13 Topic 10: Integration: Who drives SDGs in IB? -Research: TBD -Case: Activism, supply chains, firm strategy across contexts -SDG: ALL
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	<ul class="trcohorts"> - Master Business Research - No specialisation [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> <ul class="trcohorts"> - 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>
Teaching methods	PBL / Presentation / Assignment / Papers / Groupwork / Research
Assessment methods	Final Paper / Attendance / Participation / Written Exam / Assignment / Observation / 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	Cancelled - Y1 Disc IB Ent Bus Dev
Master Business Research - No specialisation	Cancelled - Year 1 Disc IB Strategy and Innovation
Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
Master Economics and Strategy in Emerging Markets	Elective Courses
Master Human Decision Science	Elective Courses
Master International Business - Accounting and Financial Analysis	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