

Course Descriptions None 2026-2027

Course Title Digital Entrepreneurship
 Course Code EBC4266
 ECTS Credits 6,5
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	1-2-2027	25-3-2027	X		X		

Level no level
 Coordinator Jermain Kaminski For more information:j.kaminski@maastrichtuniversity.nl
 Language of instruction English

Goals Primary objective: Understand how technological innovations transform current markets and create new markets through digitally powered start-up.
 Secondary objectives:
 1. Develop a basic understanding of contemporary and emerging "deep technologies",
 2. Explore new technologies in the context of digital markets and digital business models,
 3. Apply the acquired knowledge to a business idea.

Description The advent of new and powerful digital technologies, platforms and infrastructures has significantly transformed innovation and entrepreneurship. Digital technologies not only open up new opportunities for innovators and entrepreneurs but also have a broader impact on value creation and capture. More recently, technologies such as Artificial Intelligence, Robotics, Blockchain, and Quantum Computing are rapidly changing markets, and they promise to remain a core part of novel start-ups for some time to come. Learning the skills necessary to emerge in such new technologies and place them in an entrepreneurial context will be useful.

This course focuses on four contemporary technologies: Artificial Intelligence, Robotics, Blockchain, and Quantum Computing. You will receive a hands-on introduction to these technologies, consider business implications, and transform them into digital business ideas. In a problem-based learning environment, you quickly learn about a technology of your choice and strengthen your ability to develop an entrepreneurial strategy. You will develop a business model, analyse technical feasibilities and the innovation hub with which you plan to engage, identify a target market and customers, , and define a path to commercialisation that ultimately delivers value considering potential societal issues.

Literature Through a mix of entrepreneurship and innovation literature, business insights, case studies, and a team project, your learning journey will focus on the reality of today's and tomorrow's key technologies and how they can be used to support your path to digital entrepreneurship.

Prerequisites The course does not require any particular technological background. An important assessment of the course is a group project in which you develop a plan how a new technology can be used for a novel start-up, supplemented by an individual essay.</p>
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 <div data-bbox="59 455 124 468" data-label="Text">
 <p>Keywords</p>
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 <div data-bbox="59 469 209 482" data-label="Text">
 <p>Transitional Regulations</p>
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 <div data-bbox="277 469 945 557" data-label="Text">
 <p><div class="trreg"><ul class="trcohorts">Master Business Research - No specialisationMaster Business Research - Operations ResearchIn 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;"><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></div></p>
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 <div data-bbox="59 558 443 571" data-label="Text">
 <p>Teaching methods PBL / Lecture / Groupwork</p>
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 <div data-bbox="59 572 439 585" data-label="Text">
 <p>Assessment methods Final Paper / Presentation</p>
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 <p>Evaluation in previous academic year For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</p>
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 <p>This course belongs to the following programme / specialisation</p>
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 <td>Master Business Research - No specialisation</td>
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 <td>Master Business Research - Operations Research</td>
 <td>In transition - Year 1+2 Elective Courses</td>
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 <tr>
 <td>Master Human Decision Science</td>
 <td>Elective Courses</td>
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 <tr>
 <td>Master International Business - Entrepreneurship and Business Development</td>
 <td>Compulsory Courses</td>
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