Course Descriptions None 2026-2027

Course Title	Sustainable Business Innovation
Course Code	SSP5021
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	26-10-2026	11-12-2026	X			X	

Level	Intermediate
Coordinator	Joana Wensing, Andrea Amstrong For more information:joana.wensing@maastrichtuniversity.nl; andrea.armstrong-pulinx@maastrichtuniversity.nl
Language of instruction	English
Goals	Objective 1: Describe and explain the relevant concepts related to the field of sustainable innovation (e.g., product innovation, business model innovation, sufficiency, regeneration) as well as the role of different business types (e.g., SME, multinational) and actors (different stakeholders inside or outside the company). * Links to SSPS objective 1.1 To acquire thorough knowledge and understanding of sustainable development, especially its complexity, transdisciplinary and normative nature, and its integrative and transformative ambition. Objective 2: Investigate and appraise the business and organisational responses (strategies, business models, experimentation, etc.) related to innovation and sustainability challenges, with the help of concepts and theories learned in this course as well as the Challenges of business in sustainability transitions * Links to SSPS objective 2.1. To apply an integrative approach and critical thinking to handle complexity, normativity and the transformative nature of sustainable development. Objective 3: Discuss, defend and critique cases for sustainable innovation based on scholarly literature and desk-based research. * Links to SSPS objective 3.3 To work and think across ‘boundaries' and deal with different perspectives across different disciplines and societal domains.
Description	This module will introduce students to theories and advanced functions of business and topics such as supply chain management, sustainable finance and environmental psychology. It reviews the core functions of business, such as R&D, production, supply chain management, marketing, and finance, and the leading sustainability responses. It features topics like environmental psychology as a lever to transform marketing for sustainability, and topics like sustainable supply chain management and sustainable finance. In this way, it explores how companies at the forefront of sustainability have transformed their business for sustainability and what leadership approaches might look like. Following a case study approach, this module discusses in depth the spectrum of sustainable innovations from a business perspective, with innovation at the technology, product, business model, value chain and systemic ecosystem level. It focuses on strategic responses by business to implement innovations at the different levels, with a different business function and key sustainability innovation considered each week. Recent developments such as the Circular and Sharing Economy will also be spotlighted.
Literature	
Prerequisites	Exchange students should refer to the International Relations Office via email in case they would like to register for this course: iro-incoming-sbe@maastrichtuniversity.nl. Only limited spots available, first-come first-serve principle.
Keywords	
Transitional Regulations	
Teaching methods	PBL / Lecture
Assessment methods	Final Paper / Written Exam
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 Sustainability Science in Transforming Societies - Business for Sustainability	Compulsory Courses
Master Sustainable Business: Leadership, Innovation and Management	Compulsory Courses
SBE Exchange Master	Master Exchange Courses