Course Descriptions None 2026-2027

Course Title	Digital Innovation Strategy
Course Code	EBC4284
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

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

Level	no level
Coordinator	Boris Lokshin For more information:b.lokshin@maastrichtuniversity.nl
Language of instruction	English
Goals	The goals of the course are for the student to understand, critically evaluate, and apply, specifically: * Understand the importance of the major technological trajectories and appreciate how new technological developments are impacting upon the process of firm strategy. * Appreciate how data has become a new factor of production and one of most valuable resources and a source of competitive advantage for firms, learn about the industrial impact of digitization, including data, analytics, and AI * Gain insight into process of platformization of markets and understand the differences between an ecosystem and a platform, critically analyze the implications of the platform model for strategy. * Appreciate the role of new business models in successful innovation, critically analyze the differences between the closed and open innovation paradigms and business opportunities arising from the evolving landscape. * Gain insight into new organizational forms, the role of strategic leadership, critically analyze the components and architecture of a high innovation organization
Description	
Literature	
Prerequisites	
Keywords	
Transitional Regulations	
Teaching methods	PBL / Presentation / Assignment / Groupwork / Research / Skills
Assessment methods	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 International Business - Accounting and Financial Analysis	Elective Courses
Master International Business - Entrepreneurship and Business Development	Elective 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