

Course Descriptions None 2026-2027

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

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