

## Course Descriptions Exchange 2020-2021

Course Title	Innovation in Business and Economic Growth																																														
Course Code	EBC2148																																														
ECTS Credits	6,5																																														
Assessment	Whole/Half Grades																																														
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri																																							
	5	12-4-2021	28-5-2021		X			X																																							
Level	Intermediate																																														
Coordinator	Fabiana Visentin For more information:f.visentin@maastrichtuniversity.nl																																														
Language of instruction	English																																														
Goals	<p>This course looks at the role of innovation in the modern economy. The main goal of the course is to understand how firms' innovation strategies affect (and are affected by) the economic, technological and social context which surrounds them. To achieve this goal students are required to write (in small groups) a business case which focuses on defining an appropriate innovation strategy for an existing or start-up firm depending on four different hypothetical scenarios which might characterize the Netherlands' economy and society in 2040.</p>																																														
Description	<p>PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. This course looks at innovation from within the firm, and investigates how innovation processes contribute to economic growth. Firms do not act in isolation: they need to confront themselves with the changing conditions of the economy and society of which they are part. The proposed literature covers notions of knowledge, innovation, and technology (innovation systems, general purpose technologies), their Organisational patterns (networks, clusters, and global value chains), and firms' innovation strategies in modern contexts (dispersed R&amp;D, markets for technology). In order to develop theoretically grounded innovation strategies, the course combines a theoretical perspective with practical elements on innovation processes in firms. Each tutorial is divided in two parts: in the first the assigned literature is reviewed and discussed, in the second theoretical insights are applied to the business cases on which students (in groups) work during the course. The business case addresses one of the four scenarios outlined in the CPB report (reference below), is guided by a set of questions and discussed during the tutorials.</p> <p>This course provides business students with the dual opportunity to develop their understanding of innovation processes within firms and understand how managerial decisions shape and are shaped by economic, social, and technological conditions.</p>																																														
Literature	<p>ter Weel, B., van der Horst, A., and Gelauff, G. (2010), The Netherlands of 2040, CPB Netherlands Bureau for Economic Policy Analysis. Journal articles</p>																																														
Prerequisites	an advanced level of English																																														
Teaching methods	PBL / Presentation / Papers / Groupwork																																														
Assessment methods	Final Paper / Attendance / Participation / Written Exam																																														
Evaluation in previous academic year	For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>																																														
This course belongs to the following programme / specialisation	<table border="1"> <tr> <td>Bachelor Economics and Business Economics - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Economics Elec(s) - Maj Accounting</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Economics Elec(s) - Maj Finance</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Economics Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Economics Elec(s) - Maj Marketing</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Economics Elec(s) - Maj Org</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Economics Elec(s) - Maj SCM</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 3 Economics Elec(s) - Maj Strategy</td> </tr> <tr> <td>Bachelor Fiscal Economics</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor International Business - Emerging Markets</td> <td>Year 3 Elective Course(s)</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Economics Elec(s) - Maj Accounting</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Economics Elec(s) - Maj Finance</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Economics Elec(s) - Maj Inf Mgmt</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Economics Elec(s) - Maj Marketing</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Economics Elec(s) - Maj Org</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Economics Elec(s) - Maj SCM</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 3 Economics Elec(s) - Maj Strategy</td> </tr> <tr> <td>SBE Exchange Bachelor</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Bachelor Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Bachelor Courses</td> </tr> </table>							Bachelor Economics and Business Economics - Emerging Markets	Year 3 Elective Course(s)	Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Accounting	Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Finance	Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Inf Mgmt	Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Marketing	Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Org	Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj SCM	Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Strategy	Bachelor Fiscal Economics	Year 3 Elective Course(s)	Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)	Bachelor International Business	Year 3 Economics Elec(s) - Maj Accounting	Bachelor International Business	Year 3 Economics Elec(s) - Maj Finance	Bachelor International Business	Year 3 Economics Elec(s) - Maj Inf Mgmt	Bachelor International Business	Year 3 Economics Elec(s) - Maj Marketing	Bachelor International Business	Year 3 Economics Elec(s) - Maj Org	Bachelor International Business	Year 3 Economics Elec(s) - Maj SCM	Bachelor International Business	Year 3 Economics Elec(s) - Maj Strategy	SBE Exchange Bachelor	Bachelor Exchange Courses	SBE Exchange Master	Bachelor Exchange Courses	SBE Non Degree Courses	Bachelor Courses
Bachelor Economics and Business Economics - Emerging Markets	Year 3 Elective Course(s)																																														
Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Accounting																																														
Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Finance																																														
Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Inf Mgmt																																														
Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Marketing																																														
Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Org																																														
Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj SCM																																														
Bachelor Economics and Business Economics - International Business Economics	Year 3 Economics Elec(s) - Maj Strategy																																														
Bachelor Fiscal Economics	Year 3 Elective Course(s)																																														
Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)																																														
Bachelor International Business	Year 3 Economics Elec(s) - Maj Accounting																																														
Bachelor International Business	Year 3 Economics Elec(s) - Maj Finance																																														
Bachelor International Business	Year 3 Economics Elec(s) - Maj Inf Mgmt																																														
Bachelor International Business	Year 3 Economics Elec(s) - Maj Marketing																																														
Bachelor International Business	Year 3 Economics Elec(s) - Maj Org																																														
Bachelor International Business	Year 3 Economics Elec(s) - Maj SCM																																														
Bachelor International Business	Year 3 Economics Elec(s) - Maj Strategy																																														
SBE Exchange Bachelor	Bachelor Exchange Courses																																														
SBE Exchange Master	Bachelor Exchange Courses																																														
SBE Non Degree Courses	Bachelor Courses																																														