

Course Descriptions NonDegree 2020-2021

Course Title	Technology Entrepreneurship																																			
Course Code	EBC2144																																			
ECTS Credits	6,5																																			
Assessment	Whole/Half Grades																																			
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri																												
	2	26-10-2020	11-12-2020			X		X																												
Level	Intermediate																																			
Coordinator	Jermain Kaminski For more information:j.kaminski@maastrichtuniversity.nl																																			
Language of instruction	English																																			
Goals	<p>Primary goal: To understand how science-based research and technological breakthroughs can be transformed into new business.</p> <p>Secondary goals: [1] To develop a solid theoretical understanding of the process of market opportunity identification and evaluation in the context of new technologies. [2] To explore the frontier of current knowledge when it comes to creating value from technological inventions and managing early-stage commercialization processes. [3] To practically apply your knowledge on early stage commercialization efforts. [4] To channel back your practically acquired knowledge into theoretical conceptualizations of the entrepreneurial opportunity identification and evaluation process.</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.</p> <p>The course Technology Entrepreneurship aims to help you understand and master core entrepreneurial challenges of turning science into products and products into businesses. We will adopt a strongly entrepreneurial lens. Meaning that we will look at important technology commercialization activities through the eyes of a potential technology entrepreneur or investor.</p>																																			
Literature	Papers																																			
Prerequisites	<p>The courses of the Entrepreneurship minor draw on the scholarly entrepreneurship literature. You do NOT need to have prior knowledge in the functional domains of business administration or small business management (e.g. strategy, marketing, accounting, HRM, finance, operations). However, we strongly encourage you to take the two introductory courses of the minor (EBC2171, EBC2172) BEFORE taking this course. Your command of English in speech and writing needs be adequate to actively prepare for, participate in, and contribute to the classes. Also, make sure you can commit sufficient time during this block to accommodate the work load.</p>																																			
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork																																			
Assessment methods	Attendance / Participation / Presentation																																			
Evaluation in previous academic year	<p>For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</p>																																			
This course belongs to the following programme / specialisation	<table><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 Business Elec(s) - Maj Accounting</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Finance</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Inf Mgmt</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Marketing</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Org</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj SCM</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Strategy</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Core Course(s) - Maj Entrepreneurship</td></tr><tr><td>InterFaculty Minors</td><td>Minor Entrepreneurship</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><tr><td>SBE Non Degree Courses</td><td>Minor Entrepreneurship</td></tr></table>								Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)	Bachelor International Business	Year 3 Business Elec(s) - Maj Accounting	Bachelor International Business	Year 3 Business Elec(s) - Maj Finance	Bachelor International Business	Year 3 Business Elec(s) - Maj Inf Mgmt	Bachelor International Business	Year 3 Business Elec(s) - Maj Marketing	Bachelor International Business	Year 3 Business Elec(s) - Maj Org	Bachelor International Business	Year 3 Business Elec(s) - Maj SCM	Bachelor International Business	Year 3 Business Elec(s) - Maj Strategy	Bachelor International Business	Year 3 Core Course(s) - Maj Entrepreneurship	InterFaculty Minors	Minor Entrepreneurship	SBE Exchange Bachelor	Bachelor Exchange Courses	SBE Exchange Master	Bachelor Exchange Courses	SBE Non Degree Courses	Bachelor Courses	SBE Non Degree Courses	Minor Entrepreneurship
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