Course Descriptions Master 2021-2022

Course Title	Entrepreneurship and Innovation*
Course Code	EBC4111
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	25-10-2021	10-12-2021		X			

Level	Advanced
Coordinator	Usman Mirza For more information:m.mirza@maastrichtuniversity.nl
Language of instruction	English
Goals	In this course students get acquainted with entrepreneurial and innovation processes. First students will develop a deeper insight and understanding of different theories that underlie these processes. Second students will merge these new insights with the broad array of contemporary developments . Third students will be encouraged to apply their new knowledge and insights in various projects Fourth students will enhance their creative skill set.
Description	In this course we look at entrepreneurial and innovation processes from a micro and macro perspective. The micro perspective looks at how people become more innovative and emphasizes on creativity as a major source for innovation. Departing from this micro perspective we look how individual behavior aggregates to the macro level and study innovation from an organizational and economic system perspective. The course is characterized by a wide set of different meeting formats. Next to the classical tutorial meetings, guest lectures inform the student on current innovation challenges in business practice, in workshops students and the consulting project meetings students will enhance their skill sets.
Literature	A collection of academic articles and "Myths of Creativity" by David Burkus.
Prerequisites	Courses and workload are very demanding for all IB Master courses. Some prior knowledge on strategic and innovation management could be useful in order to have a better understanding of this course. Exchange students need to have obtained a bachelor degree with a major in Business or in Economics. An advanced level of English.
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers
Assessment methods	Final Paper / Participation / Oral Exam / Assignment / 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 Global Supply Chain Management and Change	Compulsory Course(s)