

Course Descriptions NonDegree 2021-2022

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	25-10-2021	10-12-2021			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>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	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	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				
	UM-wide 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					