Course Descriptions Master 2023-2024

Course Title	Smart Service Project (6.5 ECTS)
Course Code	EBP4007
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
S2	5-2-2024	5-7-2024	C				

Level	Intermediate/Advanced
Coordinator	Rudolf Müller, Roberto Cerina For more information:r.muller@maastrichtuniversity.nl; r.cerina@maastrichtuniversity.nl
Language of instruction	English
Goals	After successfully finishing this course, you will be able to: * Apply knowledge of frameworks, approaches, perspectives, and methodologies acquired in the BISS master courses for the development of smart services and the analysis of business data; * Translate a general problem into a specific (research) question and analyze data to obtain an answer; * Communicate the outcomes of your work and analysis in general and the value proposition of a smart service in particular; * Develop your own innovative ideas in the context of a business case.
Description	The Smart Service Project gives students a challenging opportunity to apply and extend the knowledge they have acquired in the mandatory and elective courses of the BISS master program. Students will tackle a business problem in order to develop a smart service, i.e. a service that exploits today's data- and technology-rich environment to support managerial decision-making or facilitate consumers' daily lives. The business problem including a data set is provided by one or several private or public sector organizations.
Literature	The exact literature depends on the specific project of the group and it is to be decided by the students. Coordinators will provide relevant literature when students are confronted with new tools or methods that have not been addressed in any of the courses. This content may take the form of literature, online learning materials (e.g., videos, moocs), or workshops.
Prerequisites	
Keywords	
Teaching methods	Presentation / Groupwork / Research / Skills / Coaching
Assessment methods	Final Paper / Oral Exam / 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 Business Intelligence and Smart Services	Project(s)