

## Course Descriptions Master 2023-2024

Course Title Sustainable Business Innovation  
 Course Code SSP5021  
 ECTS Credits 5,0  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	30-10-2023	15-12-2023	X			X	

Level Intermediate

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Language of instruction English

Goals Students who complete this module successfully will be able to:  
 \* Demonstrate an advanced understanding of relevant concepts related to the field of sustainable innovation as well as the role of different business functions. (Knowledgeable and aware)  
 \* Critically reflect on the business responses (Analytical thinker)  
 \* Actively participate in discussions of business functions for sustainability based on scholarly literature and leadership responses. (Effective Communicator)  
 \* Develop a sustainable business innovation case taking into account multiple business functions perspectives (Innovator, Effective Communicator)

Description This module will introduce students to theories and advanced functions of business and topics such as supply chain management, sustainable finance and environmental psychology. It reviews the core functions of business, such as R&D, production, supply chain management, marketing, and finance, and the leading sustainability responses. It features topics like environmental psychology as a lever to transform marketing for sustainability, and topics like sustainable supply chain management and sustainable finance. In this way, it explores how companies at the forefront of sustainability have transformed their business for sustainability and what leadership approaches might look like. Following a case study approach, this module discusses in depth the spectrum of sustainable innovations from a business perspective, with innovation at the technology, product, business model, value chain and systemic ecosystem level. It focuses on strategic responses by business to implement innovations at the different levels, with a different business function and key sustainability innovation considered each week. Recent developments such as the Circular and Sharing Economy will also be spotlighted.

Literature

Prerequisites Introduction to Sustainable Business (SSP5011)

Exchange students should refer to the International Relations Office via email in case they would like to register for this course: [iro-incoming-sbe@maastrichtuniversity.nl](mailto:iro-incoming-sbe@maastrichtuniversity.nl). Only limited spots available, first-come first-serve principle.

Keywords

Teaching methods PBL / Lecture

Assessment methods Final Paper / 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 Sustainability Science, Policy and Society - Business for Sustainability	Core Course(s)
Master Sustainable Business: Leadership, Innovation and Management	Compulsory Course(s)
SBE Exchange Master	Master Exchange Courses