

Course Descriptions NonDegree 2023-2024

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	30-10-2023	15-12-2023			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	<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	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				