

## Course Descriptions NonDegree 2023-2024

Course Title Entrepreneurship and Small Business Management  
 Course Code EBC2158  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

| Period | Start     | End      | Mon | Tue | Wed | Thu | Fri |
|--------|-----------|----------|-----|-----|-----|-----|-----|
| 5      | 15-4-2024 | 7-6-2024 |     | X   |     |     | X   |

Level Introductory/Intermediate

Coordinator Carla Do Rosário Costa For more information: [c.costa@maastrichtuniversity.nl](mailto:c.costa@maastrichtuniversity.nl)

Language of instruction English

Goals The Entrepreneurship and Small Business Management course aims to introduce students to the world of start-ups, SMEs (small-and medium-sized enterprises) and corporate venturing. The goal of the course is to acquaint students with concepts and theories that are relevant in the process of setting up and managing an own business. Besides, we will illustrate how entrepreneurial behaviour in large companies can positively influence multiple individual and firm-level performance variables. At the same time, the course will offer the students a 'learning-by doing' environment in which they can practice certain fundamentals of the entrepreneurial process such as value creation, opportunity recognition and creativity. Finally, this course aims to bridge theory and practice illustrating how the theories in this course are applied in their specific business context. This course however is not a step-by-step guide for starting your own business.

Description The course discusses the different steps in the entrepreneurial and small-business process, such as opportunity recognition, gathering resources, strategic planning in smaller companies, managing the venture, and growth, exit or failure of the business. It also introduces different types of entrepreneurship, such as social, academic and corporate venturing, as well as the theories that are important within this research field.

Literature Selection of book chapters and journal articles

Prerequisites Students need to have an advanced level of English and the ability to read and understand articles from scientific journals.  
 For exchange students: fluid mastery of English and capacity to read and understand academic journal articles

Keywords

Teaching methods PBL / Presentation / Lecture / Assignment / Papers / Groupwork

Assessment methods Final Paper / Participation / Written 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

|  |                             |
|--|-----------------------------|
| Bachelor International Business - Emerging Markets | Year 2 Core Course(s)       |
| Bachelor International Business                    | Year 2 Compulsory Course(s) |
| SBE Exchange Bachelor                              | Bachelor Exchange Courses   |
| SBE Exchange Master                                | Bachelor Exchange Courses   |
| SBE Non Degree Courses                             | Bachelor Courses            |