

## Course Descriptions NonDegree 2023-2024

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|--------------|---|
| Course Title | Evidence-based Impact Assessment for Sustainable Business Practices |
| Course Code  | EBS2069   |
| ECTS Credits | 4,0   |
| Assessment   | Whole/Half Grades   |

| Period | Start     | End       | Mon | Tue | Wed | Thu | Fri |
|--------|-----------|-----------|-----|-----|-----|-----|-----|
| 3      | 15-1-2024 | 26-1-2024 | C   |     |     |     |     |

|   |   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
|---|---|---|--------------------------|--|--------------------------|---|--------------------------|--|--------------------------|---------------------------|--------------------------|---------------------------------|--------------------------|-----------------------|--------------------------|---------------------|--------------------------|------------------------|-----------------|
| Level   | Intermediate  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Coordinator   | Jaap Bos For more information: <a href="mailto:j.bos@maastrichtuniversity.nl">j.bos@maastrichtuniversity.nl</a>   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Language of instruction   | English   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Goals   | This skill introduces students to evaluate and assess the impact and success of sustainable business practices from different perspectives of a company.  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Description   | The best business ideas are the best... because they have proven themselves to be exactly that. But how do you prove the success of sustainable business practices, aimed at furthering an objective (e.g., the environment, labor practices, gender equality) that does not necessarily support the firm's bottom line? Do they achieve their objectives, and how do they contribute to that bottom line? In this skill, you will learn (i) that the correct method used to answer these questions depends very much on the type of business; (ii) that the success of sustainable business practices varies (and why); (iii) how to assess the relationship between firms' bottom line (sales, profits, market share) and their focus on sustainability. The emphasis on the course is on real-life data cases, which cover areas such as equities, corporate debt, microfinance, charitable giving and crowdfunding. |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Literature  | To be announced   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Prerequisites   | Exchange students need to have taken at least one introductory business course and one quantitative methods course including basic statistics and regression analysis and have an advanced level of English.  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Keywords  |   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Teaching methods  | Assignment / Groupwork  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Assessment methods  | Attendance / Participation / Written Exam   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Evaluation in previous academic year  | For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| This course belongs to the following programme / specialisation                     | <table> <tr> <td>Bachelor Economics and Business Economics - Economics</td><td>Year 2 Elective Skill(s)</td></tr> <tr> <td>Bachelor Economics and Business Economics - Emerging Markets</td><td>Year 2 Elective Skill(s)</td></tr> <tr> <td>Bachelor Economics and Business Economics - Economics and Management of Information</td><td>Year 2 Elective Skill(s)</td></tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 2 Elective Skill(s)</td></tr> <tr> <td>Bachelor Fiscal Economics</td><td>Year 2 Elective Skill(s)</td></tr> <tr> <td>Bachelor International Business</td><td>Year 2 Elective Skill(s)</td></tr> <tr> <td>SBE Exchange Bachelor</td><td>Bachelor Exchange Skills</td></tr> <tr> <td>SBE Exchange Master</td><td>Bachelor Exchange Skills</td></tr> <tr> <td>SBE Non Degree Courses</td><td>Bachelor Skills</td></tr> </table>              | Bachelor Economics and Business Economics - Economics | Year 2 Elective Skill(s) | Bachelor Economics and Business Economics - Emerging Markets | Year 2 Elective Skill(s) | Bachelor Economics and Business Economics - Economics and Management of Information | Year 2 Elective Skill(s) | Bachelor Economics and Business Economics - International Business Economics | Year 2 Elective Skill(s) | Bachelor Fiscal Economics | Year 2 Elective Skill(s) | Bachelor International Business | Year 2 Elective Skill(s) | SBE Exchange Bachelor | Bachelor Exchange Skills | SBE Exchange Master | Bachelor Exchange Skills | SBE Non Degree Courses | Bachelor Skills |
| Bachelor Economics and Business Economics - Economics                               | Year 2 Elective Skill(s)  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Bachelor Economics and Business Economics - Emerging Markets                        | Year 2 Elective Skill(s)  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2 Elective Skill(s)  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Bachelor Economics and Business Economics - International Business Economics        | Year 2 Elective Skill(s)  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Bachelor Fiscal Economics   | Year 2 Elective Skill(s)  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| Bachelor International Business   | Year 2 Elective Skill(s)  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| SBE Exchange Bachelor   | Bachelor Exchange Skills  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| SBE Exchange Master   | Bachelor Exchange Skills  |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |
| SBE Non Degree Courses  | Bachelor Skills   |   |                          |  |                          |   |                          |  |                          |                           |                          |                                 |                          |                       |                          |                     |                          |                        |                 |