

COURSE DETAIL

ENTREPRENEURSHIP: IT'S ALL ABOUT CREATING VALUE

Country

Netherlands

Host Institution

Maastricht University - Center for European Studies

Program(s)

Maastricht Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

ENTREPRENEURSHIP: IT'S ALL ABOUT CREATING VALUE

UCEAP Transcript Title

ENTREPRENEURSHIP

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course covers the scale and speed at which innovative business models are transforming industry landscapes, which is unprecedented. Students are enabled to understand and methodically address the challenge of business model innovation. Ultimately, business model innovation is about creating value, for companies, customers, and society. It is about replacing outdated models. The course discusses ways in which powerful new business models can be systematically invented, designed, and implemented. The course is guided by Alexander Osterwalder's book *Business Model Generation*. It is an interactive course in which there isn't one right answer. However, this course gives students tools for how to rewrite business models by breaking down patterns and routines. To do so the course also takes a look at some trends, especially the rise of Corporate Social Responsibility or Social Entrepreneurship. What is Corporate Social Responsibility (CSR) and what are the implications for companies that want to implement it? In particular: Does CSR affect business results? How can CSR help businesses to create, deliver and capture value?

Language(s) of Instruction

English

Host Institution Course Number

BUS3005

Host Institution Course Title

ENTREPRENEURSHIP: IT'S ALL ABOUT CREATING VALUE

Host Institution Campus

Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Center for European Studies

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