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 It is about replacing outdated models.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 Course Details
https://curriculum.maastrichtuniversity.nl/education/contract/summer-programme-...

Host Institution Campus
Maastricht University

Host Institution Faculty

Host Institution Degree
Host Institution Department Center for European Studies
Course Last Reviewed 2023-2024

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