UNIVERSITY OF TWENTE.

EIT I&E courses for 2018/19
ENTRY YEAR

Overview

	Q1	Q2	Q3	Q4
Required	I&E Basics	BDL1	BDL2	
Forced elective (1 of these)	Brand Management (*) Bioresource Business Development	Computer Ethics (*) Sustainable Bioresource Supply Chain Management	Global Strategy and Business Development Strategic Tech Management and Inno (*)	Empirical Methods Bus. Models for sustainable energy Info systems for fin. service

Note: Electives as of 27.08. 2018. May be subject to changes!

[I&E] Basics: Innovation and Entrepreneurial Finance : Q1

Sandor Löwik for Inno + EIT online

Jeroen Sempel for Ent. Finance + EIT online

Business Development Lab I & II (total 10 ECTS): Q2&3

Rainer Harms for Entrepreneurship + Online

Martin Stienstra for Projects

Elective: Brand Management; Q1

Jörg Henseler
Course code: 201700019

Learning Goals

- introduce the value of brand management
- describe key brand and brand management concepts
- introduce brand management practices
- clarify the difference between brand equity and brand valuation
- explore the relationship between branding and customer experience
- develop a brand experience strategy
- plan the rejuvenation of a known brand
- produce the plan for an strategic brand alliance

Elective: Empirical Methods for Designers, Q4

Jörg Henseler
Course code: 201500008

Learning Goals

- To prepare students to autonomously conduct multivariate analysis, for instance as part of their masterthesis.
- To acquaint students with the requirements and assumptions of various multivariate statistical techniques.
- To provide students with a fundamental, yet powerful methodological toolbox for empirical design research.
- To enable students to make well-grounded decisions with regard to the empirical part of the masterthesis.
- To make students understand the methods and results section of scientific articles.
- To facilitate a better judgment related to the quality of analyses and the validity of empirical findings.

Elective: Business Models for Sustainable Energy, Q4

Jörg Henseler
Course code: 201700365

Learning Goals

- link theoretical concepts on entrepreneurship to a practical case of his/her own choice within sustainable energy sector
- assess and shape an opportunity for a successful business foundation in sustainable energy sector
- choose and apply various frameworks from an initial toolset addressing the development of a business plan
- present their business idea to a panel of potential investors in a convincing and consistent manner

Elective: Global Strategy and Business Development: Q3: 201600155

Martin Stienstra

Raymond Loohuis

•Explain the most important theories and models of business strategies, foresight, and network strategies;
•Critically reflect on conceptual and empirical contributions to the aforementioned literature in the field;
•Analyze and explain the success and failure of (international) firms from the perspective of their foresight strategies and subsequent strategic and marketing choices in the global context.
Recognize and formulate strategic and business problems including current and future opportunities for business development based on real-life cases in the international/global context.
Design solutions for strategic and marketing problems for business development based on proper foresight techniques.

Elective: Information Systems for the Financial Services Industry: Q4

Jos van Hillgersberg

Course code: 194105070

Organization (Block of 4x 45 min each week). Detailed schedule will be made available first lecture, but sessions usually consists of:

1. Lecture
2. Case Study Discussion
3. Guest Speaker
4. Student Project presentations and progress report

Elective: Computer Ethics: Q2

Kevin MacNish

Course code: 191612680

Learning Goals

- Gain knowledge of the most fundamental discussions, theories and controversies in computer ethics through engaging with contemporary academic texts
- Develop practical skills in ethical reasoning and deliberation appropriate for Masters level
- Knowledge of professional codes of ethics with their implications in terms of responsibility and whistle-blowing

Elective: Bioresource Business Development and Management: Q1

Maarten Arentsen

Course code: 201800077

Learning Goals

- This course is introducing the basic concepts of (operations) management. The focus is on optimizing the value chain within a company. The learning goals can be achieved by working out a real case study for a company which is making carbonised biomass in an innovative and efficient way. The rest products are heat, gas and oil. Clients are the traditional charcoal sellers but also industry show interest to replace cokes with high quality charcoal. The company is not performing in line with the expectations of the

Elective: Sustainable Bioresource Supply Chain Management: Q2

Maarten Arentsen

Course code: 201800079

Learning Goals

In line with the course content, at the end of the course the students are expected to learn how to: (i) model the material/waste/energy flows of Biouresource Supply Chains (BSCs), (ii) identify the dynamic conditions of BSC operations, (iii) quantify economic, social, and environmental sustainability indicators of BSCs, (iv) efficiently use game theory to define business strategy in BSCs, (v) develop decision-support framework for implementing sustainable business within BSCs, and (vi) observe the utility of business information systems to improve the sustainability of BRSc.

Strategic Technology Management and Innovation: Q3

Erwin Hofman
Course code: 201600015

•Understand classic and recent theories in the field of strategic technology management and innovation (BA ILO 1.2)
•Be able to critically reflect on conceptual and empirical contributions to theory in this field (BA ILO's 1.2, 1.3, 1.4)
•Be able to critically analyze and align the design of organizations, products and strategies for innovation (BA ILO 2.4)
•Be able to analyze the coherence (fit) between product/service designs and organizational architectures in project case and / or develop a research question and write an academic paper on this topic (BA ILO's 1.1, 1.2, 1.3, 1.4)