

MSc IB Entrepreneurship & SME Management

Maastricht University, School of
Business and Economics



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Program leader



Today's Agenda

1

What are we about?

2

Teaching Method

3

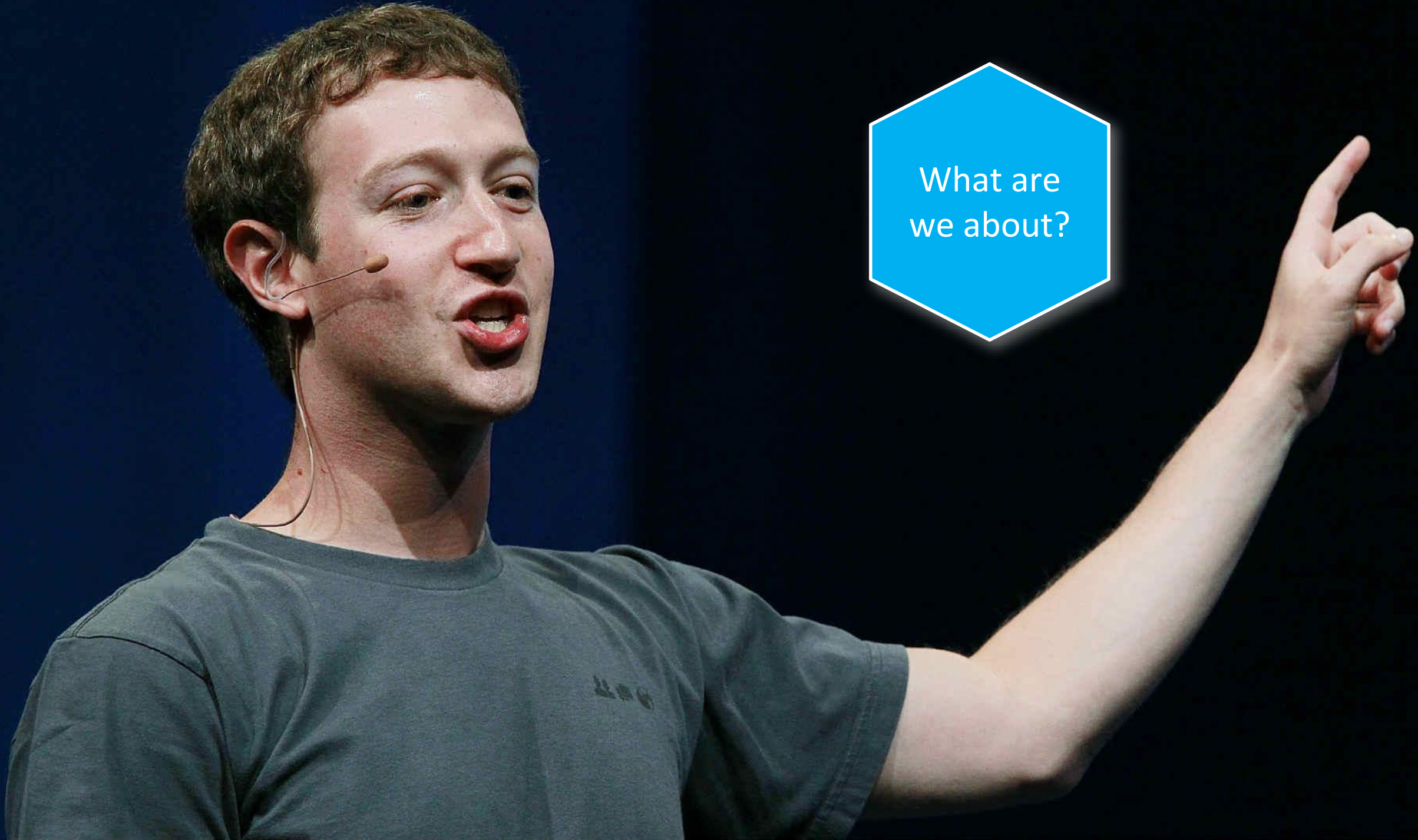
Program Structure

4

Student Profile

5

What does the future hold?



What are
we about?

Entrepreneurship

- Economic importance
 - Engine of renewal and growth



Entrepreneurship

- Economic importance
 - Engine of renewal and growth
- Societal importance
 - Plastic waste, air pollution, mobility, ...
 - Turning problems into opportunities
 - Profit: scalable and sustainable



Entrepreneurship

- Economic importance
 - Engine of renewal and growth
- Societal importance
 - Plastic waste, air pollution, mobility, ...
 - Turning problems into opportunities
 - Profit: scalable and sustainable
- Why now?
 - Entrep. eco-system
 - Incubators, fin. platforms, entrep. centers, ...
 - Technological developments
 - Green tech, blockchain, AI, ...
 - Tech. start-ups look for business profiles



Entrepreneurship


- We offer insight on entrep. process
 - Opportunity recognition, business model & plan, venture co-creation, running and scaling
- How to manage uncertainty
 - Behavioural decision models
 - For start-ups and for established firms



SME Management

- Entrep.: Start-up phase
- SME management: Post start-up phase (until 250 employees)
 - > 99% firms in EU
 - Most textbooks on large MNEs
- Resource constraints, private ownership (e.g., family own.)
- Specialized divisions at consultancy firms on SMEs and FBs



A group of people are sitting around a wooden table in a workshop or classroom setting. In the foreground, a person's legs in blue jeans and a grey sweater are visible. Another person is holding an orange pen. On the table, there are various items: a green mug, a container of fine tip markers, a blue pen holder with several pens, and some papers with handwritten notes and diagrams. A blue hexagonal overlay with a white border is positioned in the upper right area of the image, containing the text "Teaching Method".

Teaching Method



Academic Knowledge

- Multi-disciplinary

Generalists...


- Strategy
- Finance
- Marketing
- Accounting

... Specialized in setting of new and small enterprises

- Small group setting
- Active participation

Learning by Doing

- Course Projects
- Year's long skills course

A close-up photograph of a row of books standing upright on a shelf. The books have various colored spines, including red, yellow, and black. The pages are mostly light-colored and show signs of age. In the upper right corner, there is a blue hexagonal overlay with a white border. Inside the hexagon, the words "Program Structure" are written in white, sans-serif font, arranged in two lines.

Program Structure

Structure of the program *(Sept. intake)*

<i>period</i>	<i>Entrepreneurship & SME Management</i>		Developing Entrepreneurial Skills
1 Sep-Oct	Entrepreneurship & Research Methods	Family- and Founder-driven Enterprises	
2 Oct-Dec	Entrepreneurial Finance	Elective	
3 Jan	Master Thesis Proposal		

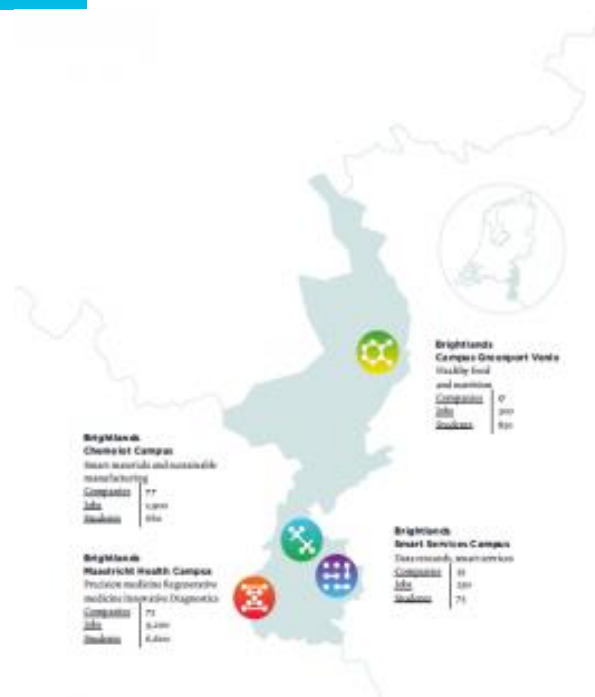
Structure of the program *(Sept. intake)*

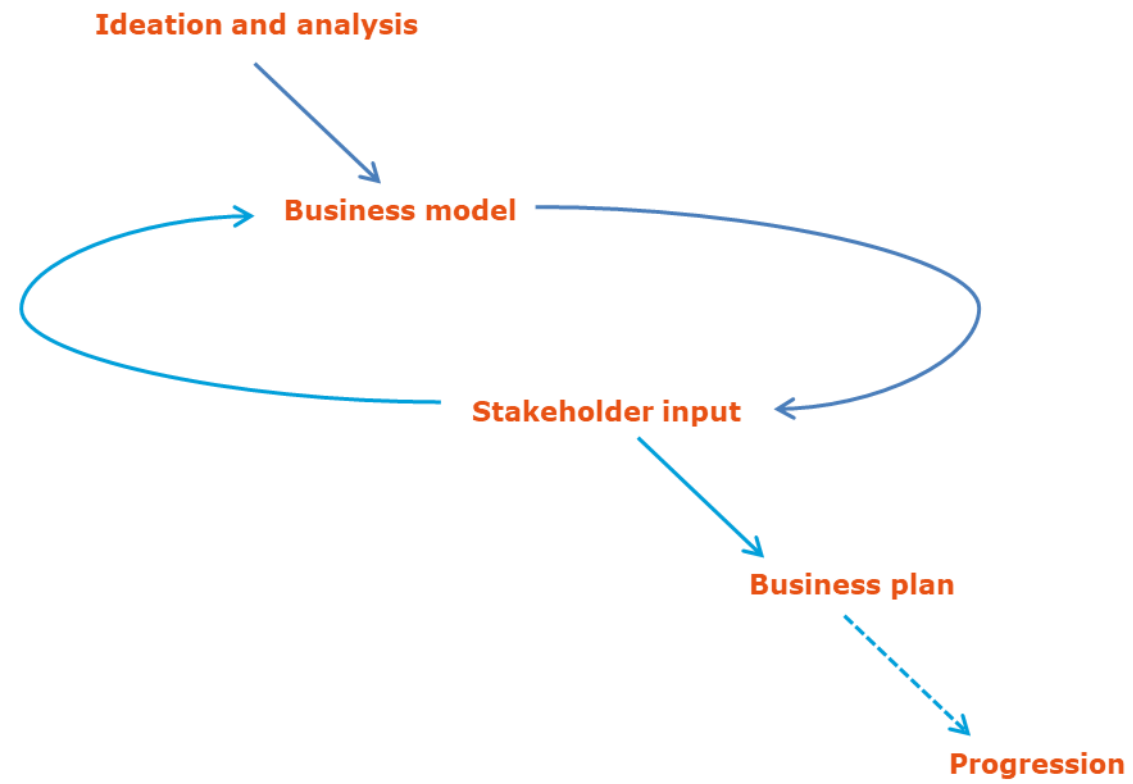
period	Entrepreneurship & SME Management		
4 Feb-Apr	Value-based Marketing	Master Thesis	Developing Entrepreneurial Skills
5 Apr-Jun	Management Control in SMEs		
6 Jun	Finalizing Master Thesis		

A collection of hand tools including pliers, a knife, and a spool of wire, arranged on a light surface. The tools are in the background, slightly out of focus, while the text is in the foreground, overlaid on a white circular shape.

Developing Entrepreneurial Skills

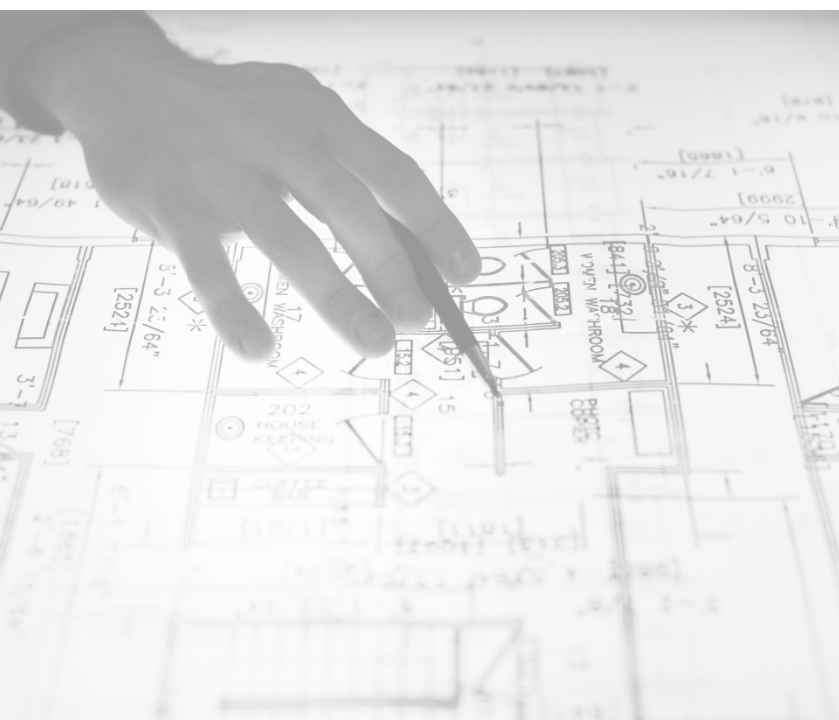
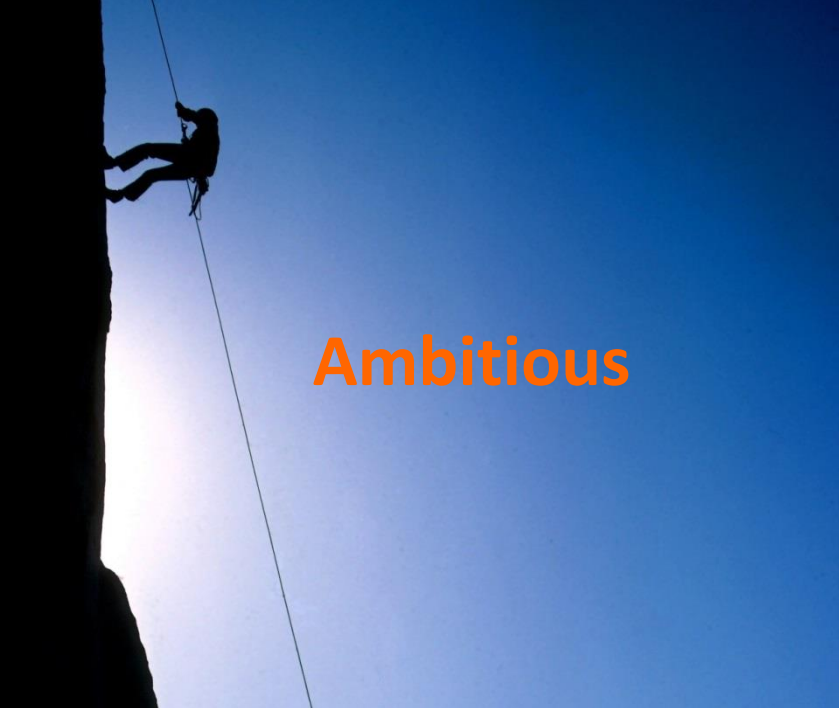
- Create your own enterprise or support existing start-up venture
- Coaching by practitioner
- Collaboration with UM pre-incubator and Brightlands incubator







Student
Profile



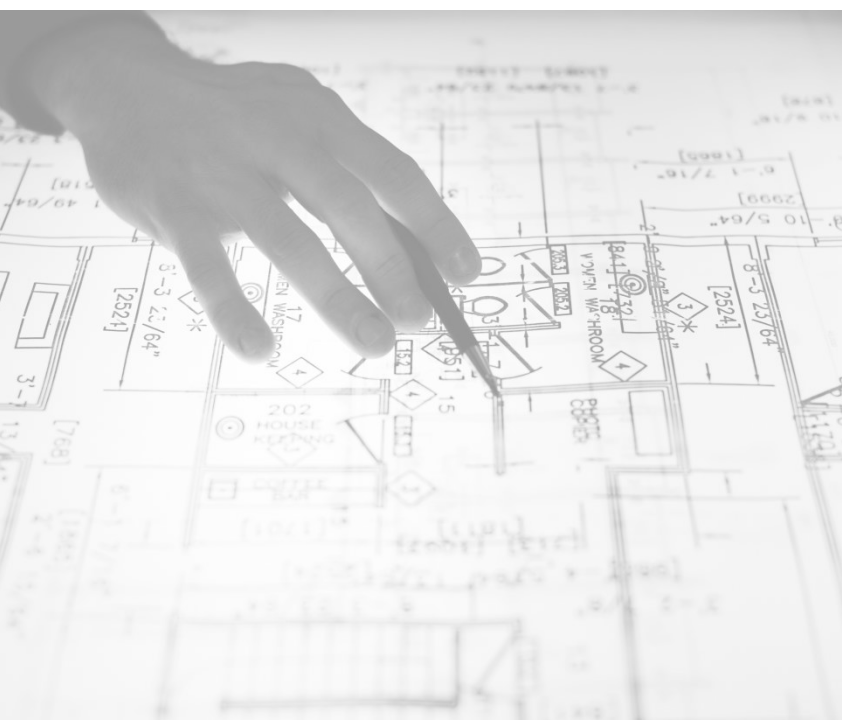


Multidisciplinary



Entrepreneurial mindset





International






Interactive





**Decision-making
in uncertainty**

A large group of graduates in black gowns and caps are gathered on the steps of a brick building. They are all looking upwards and throwing their caps into the air. The caps are black with blue tassels. The building has arched windows and a large arched entrance. The scene is festive and celebratory.

What does
the future
hold?



Over 300 graduates employed in over 30 countries

- Entrepreneur
- New venture manager
- Business development manager
- SME manager
- Business consultant

BCG



pwc

KPMG

Questions?

