

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

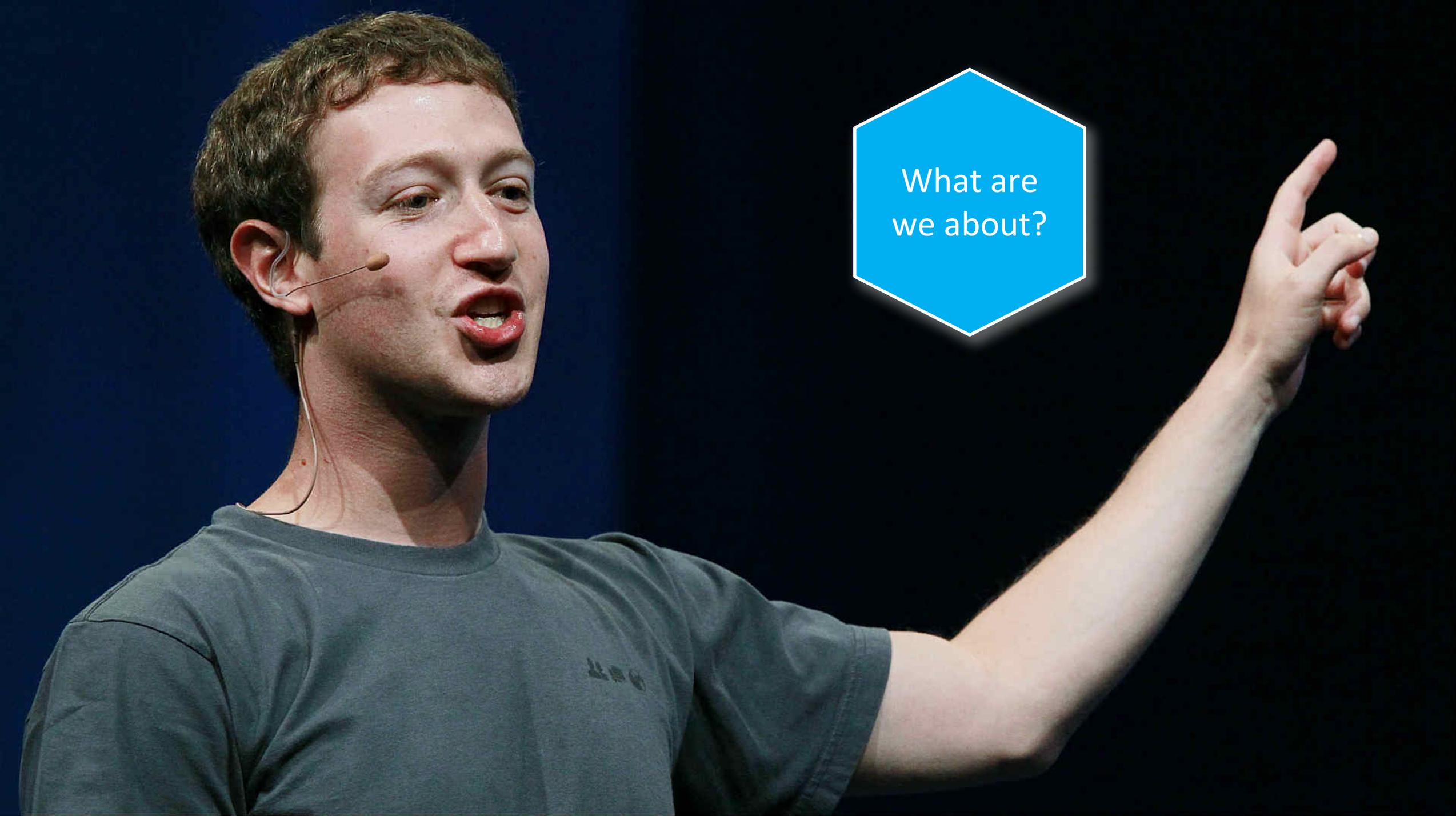
Program Structure

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





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 on a shelf. The books are of various colors and thicknesses, with some showing signs of age. In the upper right corner, there is a blue hexagonal callout box with a white border containing the text "Program Structure".

Program
Structure

Structure of the program *(Sept. intake)*

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

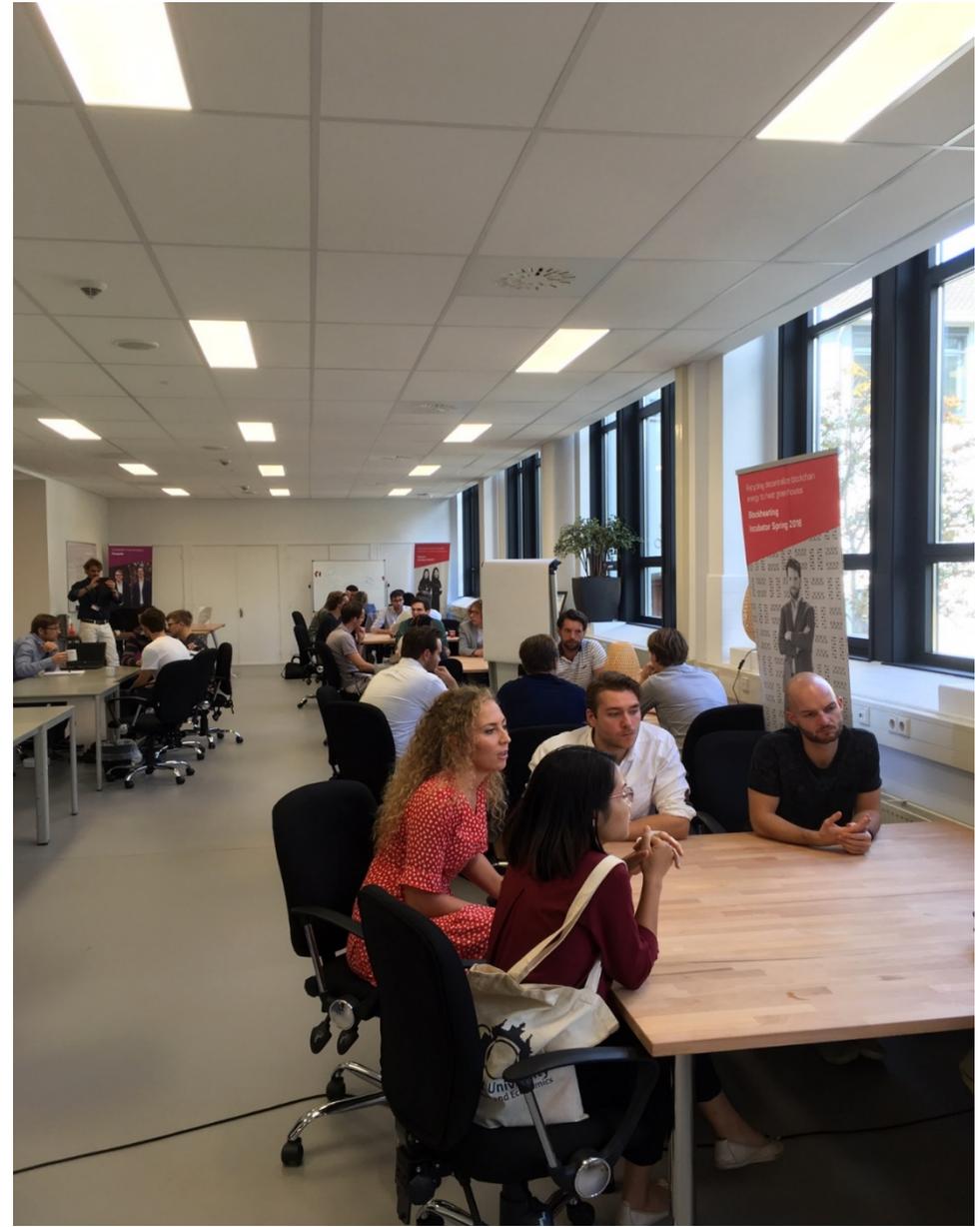
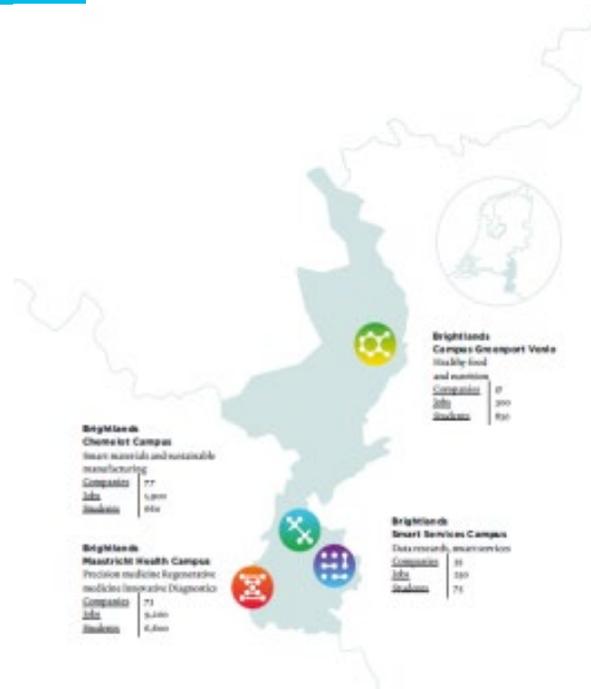
Structure of the program *(Sept. intake)*

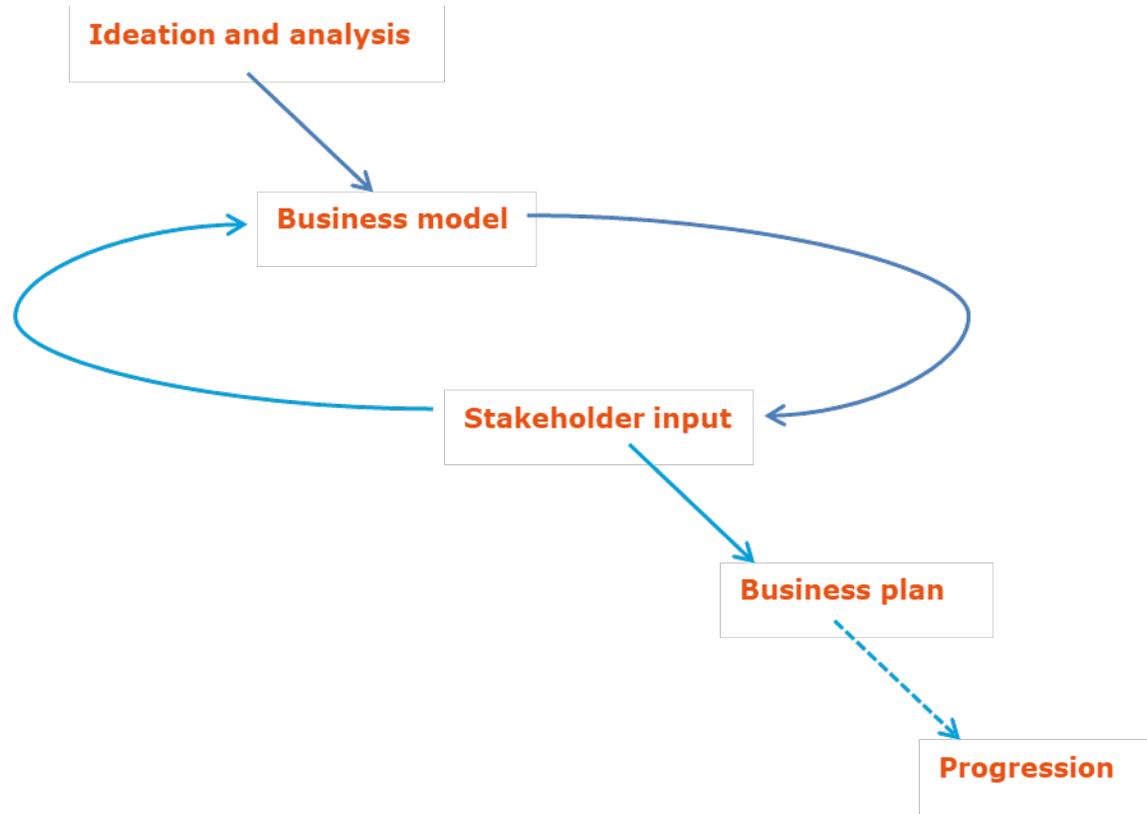
<i>period</i>	<i>Entrepreneurship & SME Management</i>		
4 Feb-Apr	Value-based Marketing	Master Thesis	Developing Entrepreneurial Skills
5 Apr-Jun	Management Control in SMEs		
6 Jun	Finalizing Master Thesis		

A collection of hand tools including pliers, a knife, and a spool of wire on a white surface. The tools are arranged in a way that suggests a workshop or a place of craftsmanship. The background is a soft, out-of-focus white surface.

Developing Entrepreneurial Skills

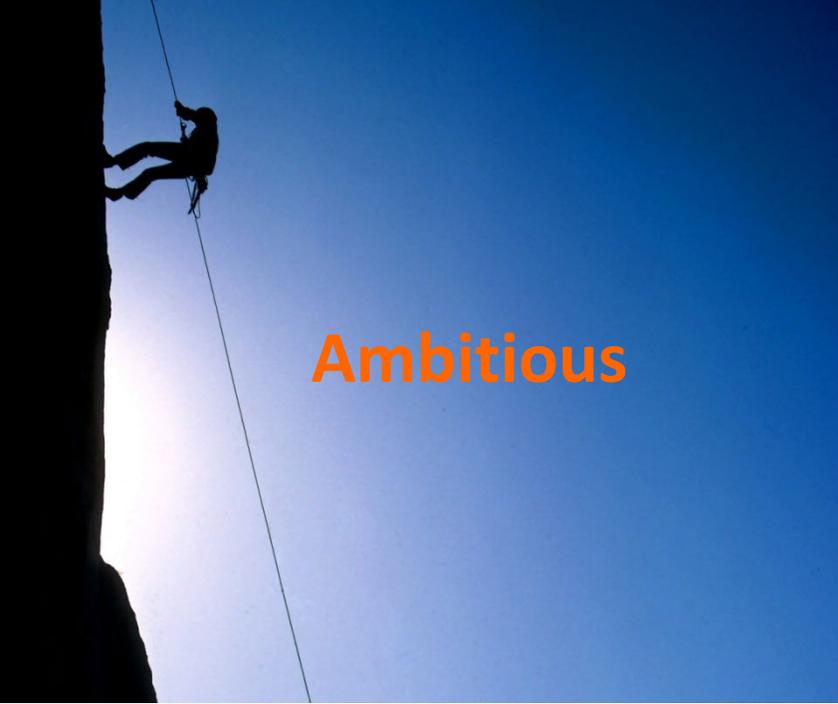
- Create your own enterprise or support existing start-up venture
- Coaching by practitioner
- Collaboration with UM pre-incubator and Brightlands incubator







Student
Profile



Ambitious







Entrepreneurial mindset





International







**Decision-making
in uncertainty**



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?

