

MSc International Business – Strategy and Innovation

Progress through Innovation



Introducing ourselves

We are:

- Prof. Dr. Wilko Letterie
- Konstantin Tarasov (current student)
- Corinna Remberg (SBE alumna, currently working at Boston Consulting Group)

Who are you?

Crowd statistics:

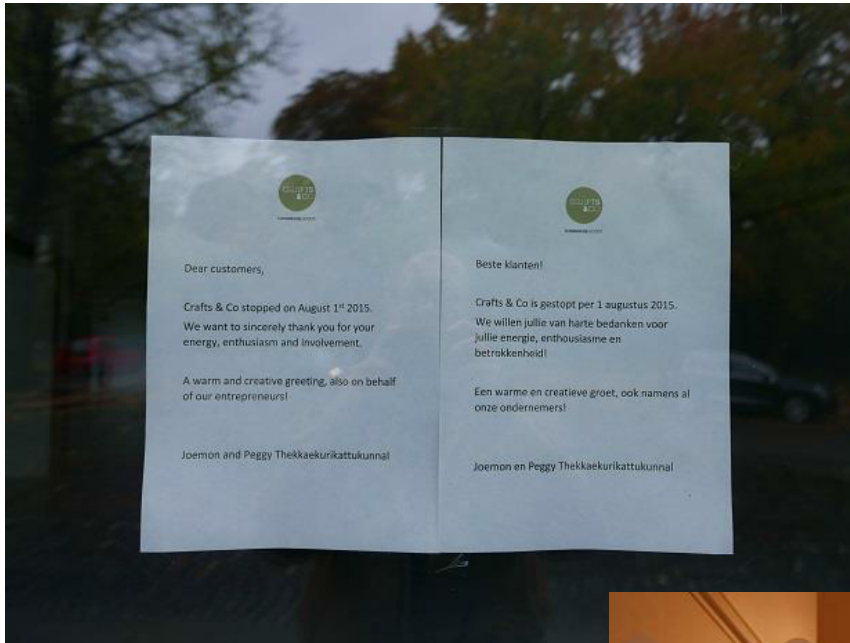
- What did you study?
 - Business / Management / Strategy / Economics <> Other ...
- Nationality
 - Dutch <> German <> Other
- Management?
- Business experience?

Today's Agenda

- Relevance – the why? question
- Our value proposition
- Student profile
- Course content
- Variations to the track
- Career

Relevance – the Why? question



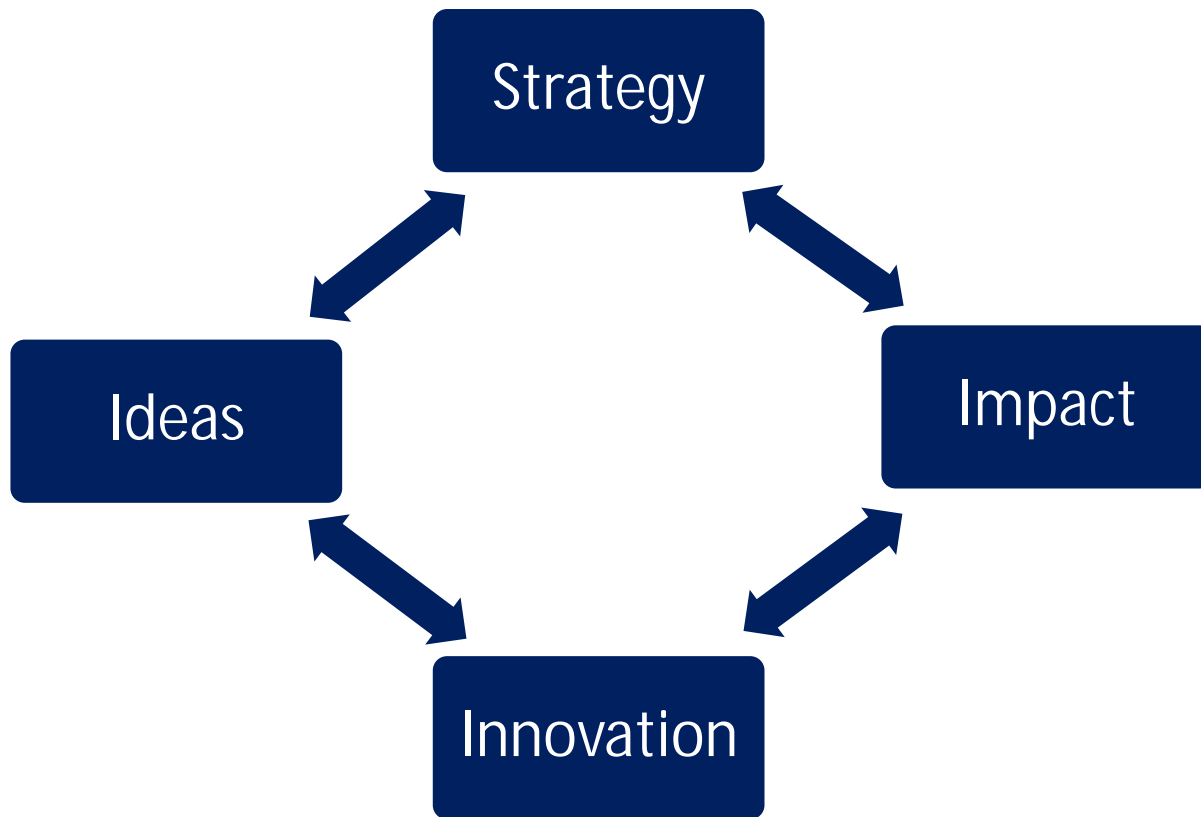


Our value proposition

Program Philosophy

- Business is a creative force
- Responsibility: Focus on impact (positive and negative) of business

Developing Potential: From Idea to Impact via Strategy and Innovation



Our value proposition

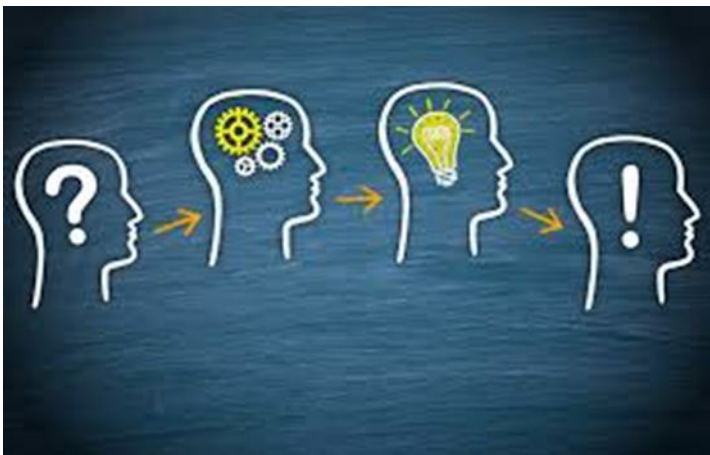
- We cover all four corners of this diamond
- We walk you through the entire process from idea to impact
- Each course connects two or three corners of our diamond
- Keywords: comprehensive & analytical

Values and attitudes

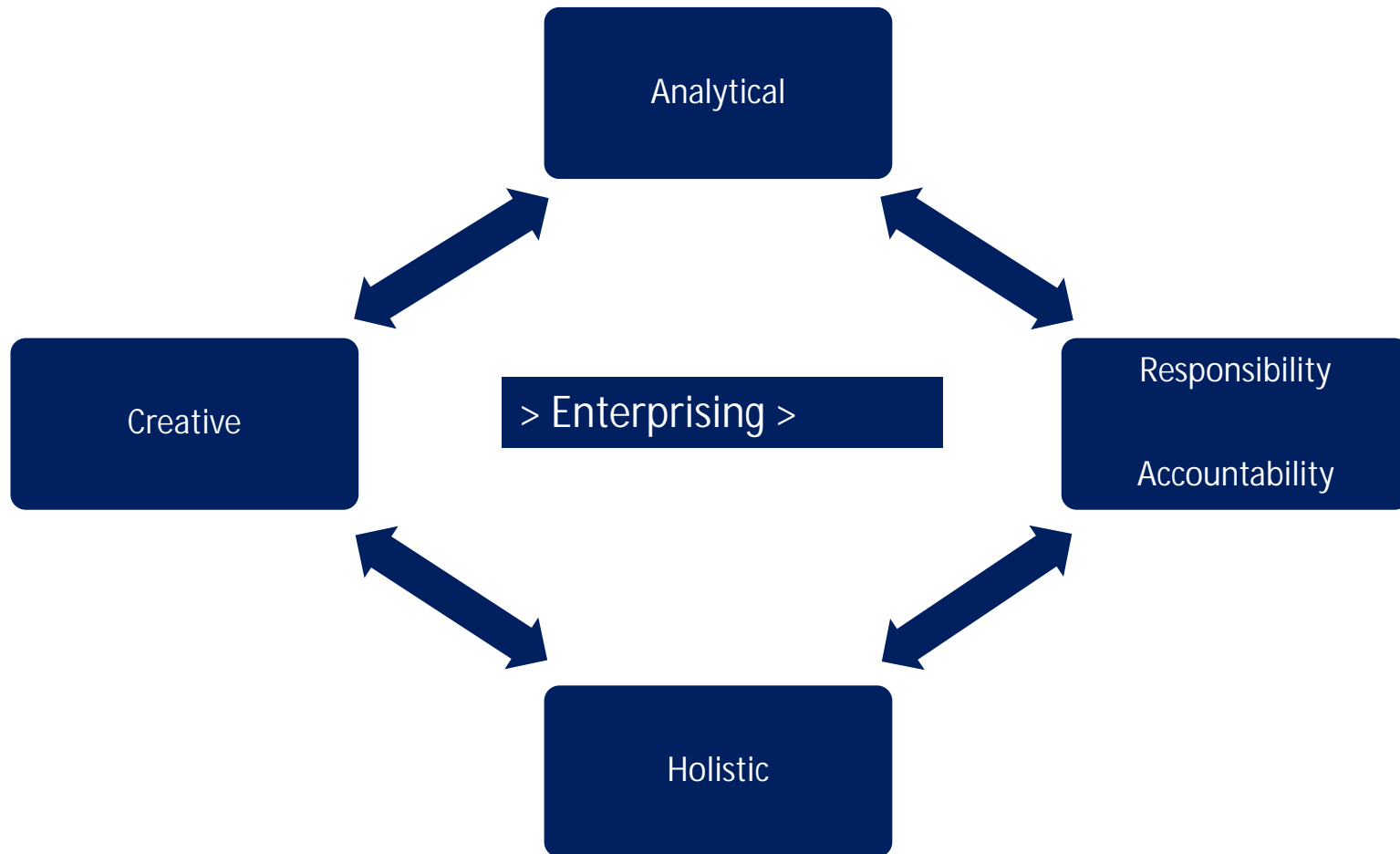
- Critical
 - Theory, empirical research and reality-check
- Creative
 - Variety of educational activities (papers, presentations, assignments, group discussions)
- Self-organised
 - Students prepare, present, discuss
- Theory and practice
 - Bring the real world in the class room

Student profile

Student profile



Student profile - generalist



The student profile we look for

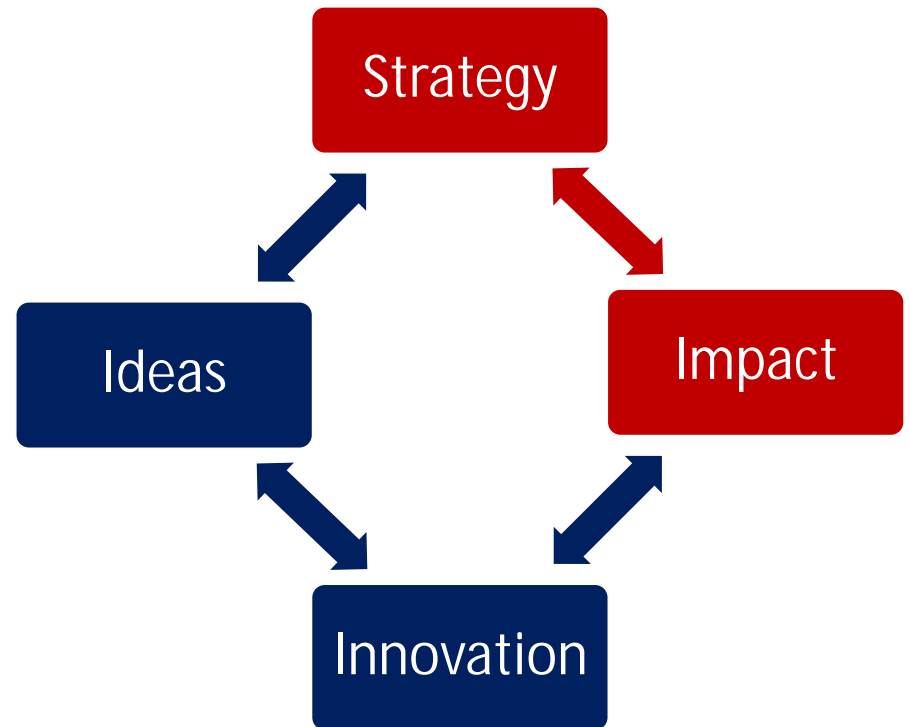
- Eager to think and see the big picture
- Enjoy knowledge and academic discussion
- Pro-active in and out of class
- Pro-social: be responsible to teams
- Highly motivated

Course content

Block	Innovation	Strategy	Research
1		International Competitive Analysis and Strategy	International Business Research
2	Entrepreneurship and Innovation	(Elective)	
3			Thesis skill training
4		Alliances and M&As	Initiate the thesis
5	Business Innovation and Sustainable Development		Thesis
6			Complete the thesis

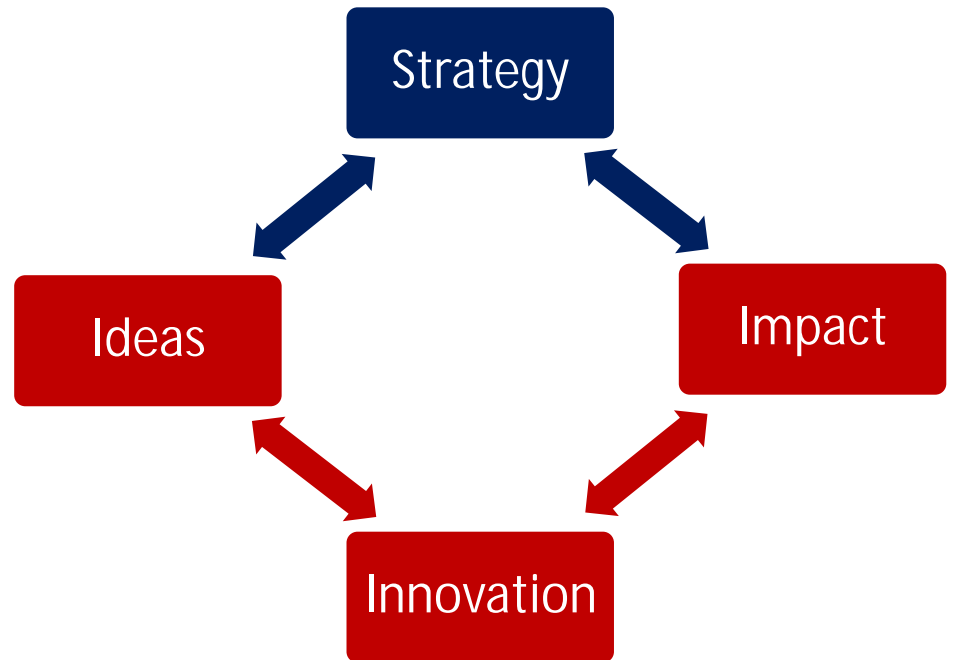
International Competitive Analysis and Strategy

- Strategy focus
 - Positioning in the competitive environment
- Impact
 - Profit, market share
 - Societal well-being
- How
 - Textbook + project
- Student research skill:
 - Analysis: apply economics to strategy in a real world team strategy project.



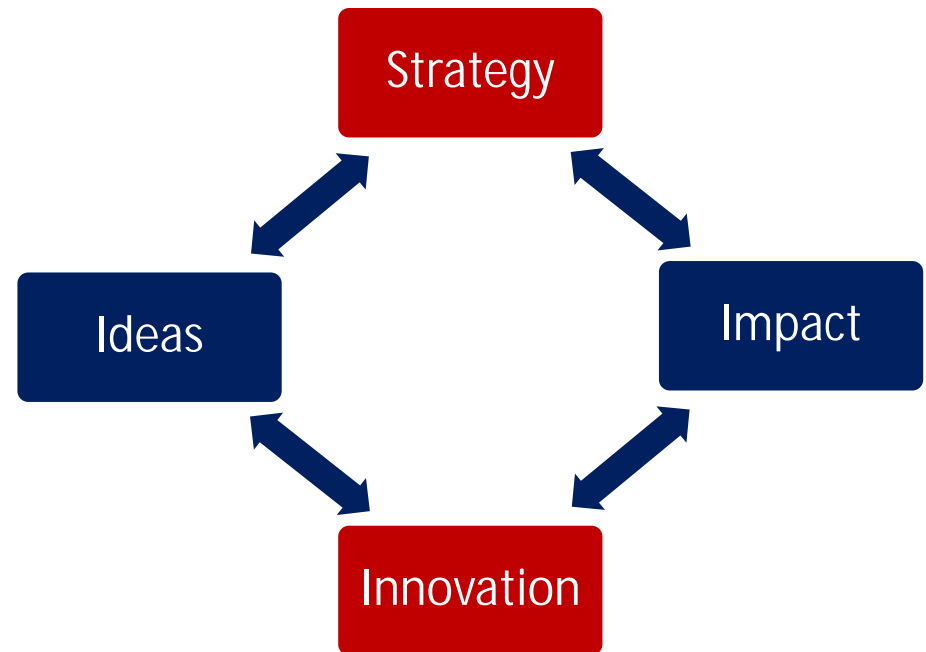
Entrepreneurship and Innovation

- Ideas:
 - Incubators of Ideas
- Innovation focus
 - From Invention to Innovation in the Market
 - Corporate venturing to tap into idea incubators
- Impact
 - Assess the success chances of a sustainable idea
- Student skill:
 - Consulting team project
 - Creativity and design workshop



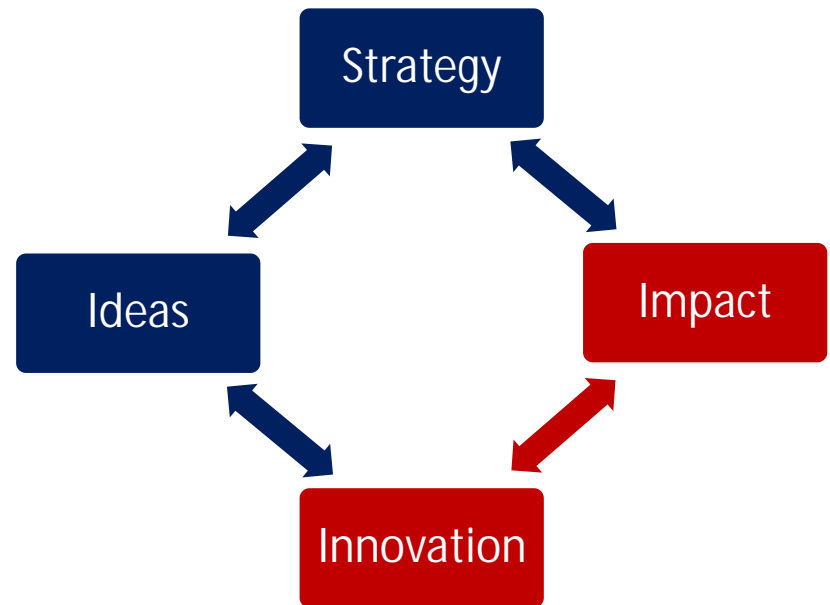
Alliances and M&As

- Strategy focus
 - Positioning in the network of inter-firm cooperation networks
 - Acquisitions to gain new competencies
- Innovation
 - Alliances, joint R&D, and knowledge transfer
 - Learning from partners and with partners
- Student research skill:
 - Individual project of analysing the network strategy of a company.



Business Innovation and Sustainable Development

- Innovation focus
 - Sustainability = Innovation driver
 - Caring for stakeholders stimulates innovation
- Impact
 - ‘Planet’: Natural ecosystems
 - ‘People’: Social integration; emerging countries; aging and urbanization
 - ‘Profit’: Integrate sustainability in core activities
- Student research skill
 - Team project – case study of real world company / industry on how they integrate sustainability in business strategy



Research Stream in the Programme

- At the start: IB Research Methodology course
- Halfway: Short Thesis Training & Kick off
- Throughout: each course adds to your academic skill set
- Second half: Master IB Thesis – Stretch the boundaries of your knowledge

Variations to the track

Personalize your Strategy and Innovation track

- Choose one Elective course from SBE in the relevant time period
 - Marketing
 - Finance
 - Auditing and Information management
 - Organization
- Choose topics for papers, presentations, thesis

Variations on the track

- Can I combine the Strategy and Innovation program with
 - a PhD?
 - another Master?
 - another university or even two?!
 - another country?
 - a job?
 - an internship?
- Yes, well, perhaps, it depends, but a lot is possible
 - > Information market

Business Research MSc

- two-year MSc degree programme
- strong focus on science-related professional skills
- solid training in the art of dealing with complex problems
- reporting solutions based on critical reasoning and thorough analysis
- best preparation for
 - academia (PhD at SBE or elsewhere)
 - strategic positions in private industry (e.g., consulting)

Career

Competencies internalised

1. Effectively collaborate with others
2. Understand and analyze complex concepts
3. Identify and understand cause-effect relationships & design recommendations
4. Effectively negotiate and discuss with other individuals
5. Understand the impact of decisions on the natural environment
6. Objectively evaluate ethical problems
7. Predict future trends and apply forecasting methods
8. Conduct and interpret risk analysis
9. Understand viewpoint of fringe stakeholders

Careers of our alumni

MSc – IB Track Strategy and Innovation



874 graduates
Employed in 23 countries



Consultant, incl. in-house
Business Analyst
Manager (Project; Logistics; Industry; Performance;
Strategy)



AkzoNobel; ASML; RWE; Detecon; Ernst & Young;
OC&C; PNO Consultants; InterFinanz; Simon-Kucher

MSc graduates SBE IB Track Strategy and Innovation period 2004-2015

Q&A

- Comments, observations, things you want to probe into, how do you .., does this track ..., how much ..., what do you ...

What is the track structure? (1)

Block	Strategy and Innovation	
1	International Competitive Analysis and Strategy	International Business Research
2	Entrepreneurship and Innovation	Elective
3	Skills Training: Writing a Master's Thesis	

What is the track structure? (2)

Block	Strategy and Innovation	
4	Alliances and M&As	Writing the Master's Thesis
5	Business Innovation and Sustainable Development	
6	Completing the Master's Thesis	

NB. The details of this programme could change; before applying, please check www.maastrichtuniversity.nl/sbe for the latest information.