

# MSc IB Strategy and Innovation

Maastricht University, School of Business  
and Economics

*Progress through innovation*



# Ground Rules

- Please mute yourself while others are talking to avoid echo's.
- Please switch on your camera. We want to make this as “normal” as possible while seeing each other.
- Please silence the alerts on your PC: Outlook, Mail or What's app notifications will otherwise be heard by everyone.
- If you have a question while we talk, feel free to put it in the chat.



# Today's Team

- Boris Lokshin, Ph.D.
- Associate professor department of Organization, Strategy and Entrepreneurship



# Today's Team

- Lilianne de Tombe

Double degree Master Student Strategy & Innovation



- Meropi Loizou

Master Student Strategy & Innovation



# Today's Agenda

1

What are  
we about?

2

Course  
Content

3

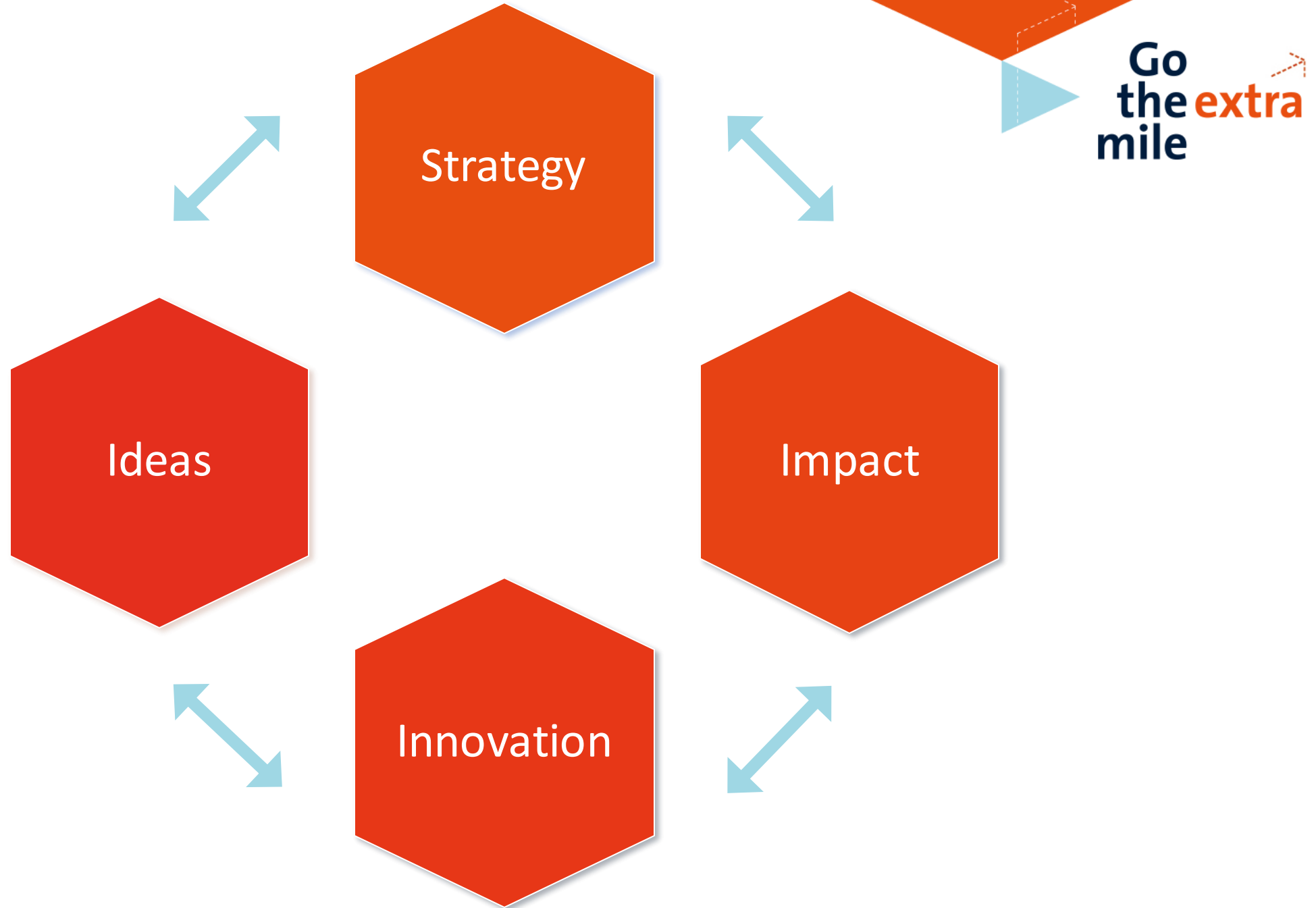
Variation in  
the track

4

Student  
Profile

5

What does  
the future  
hold?



Course  
Sequence

Block	Strategy & Innovation	
1	Strategic Entrepreneurship and Innovation	Data Analytics
2	International Competitive Analysis and Strategy	Elective
3	Skills Training: Writing a Master's Thesis	
4	Knowledge, Innovation, and Technological Change	Writing the Master's Thesis
5	Business Innovation and Sustainable Development	
6	Completing the Master's Thesis	

# International Competitive Analysis and Strategy

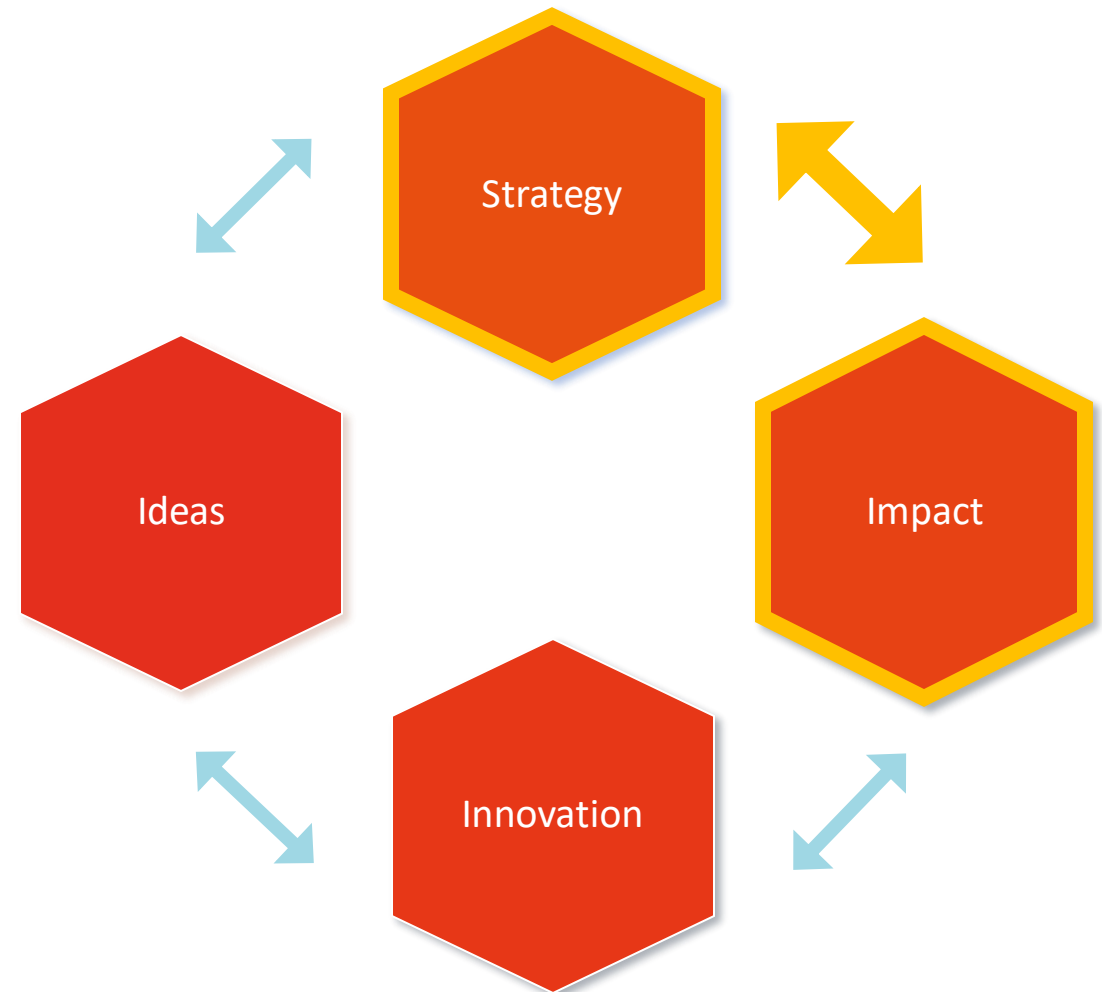
Go  
the  
mile  
extra

## Focus

- Strategy & Impact

## Student skills

- Analysis: Apply economics with statistics to strategy in a real world team strategy project



# Strategic Entrepreneurship and Innovation

## Focus

- Ideas, Innovation & Impact

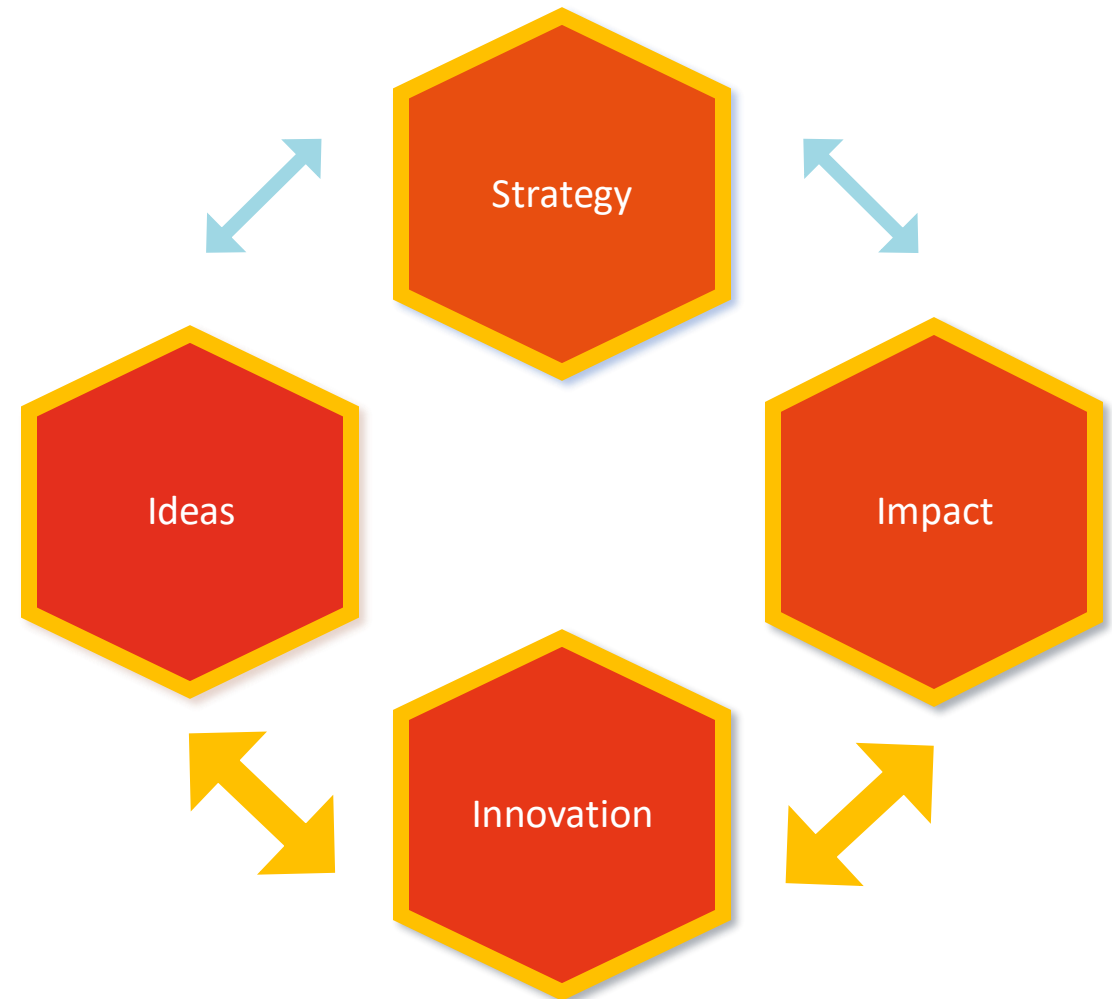
## Insights for entrepreneurs:

- Entrepreneurial frameworks
- Entrepreneurial tools

## Insights for corporate entrepreneurs:

- Innovation management
- Corporate venturing

Go  
the  
mile  
extra



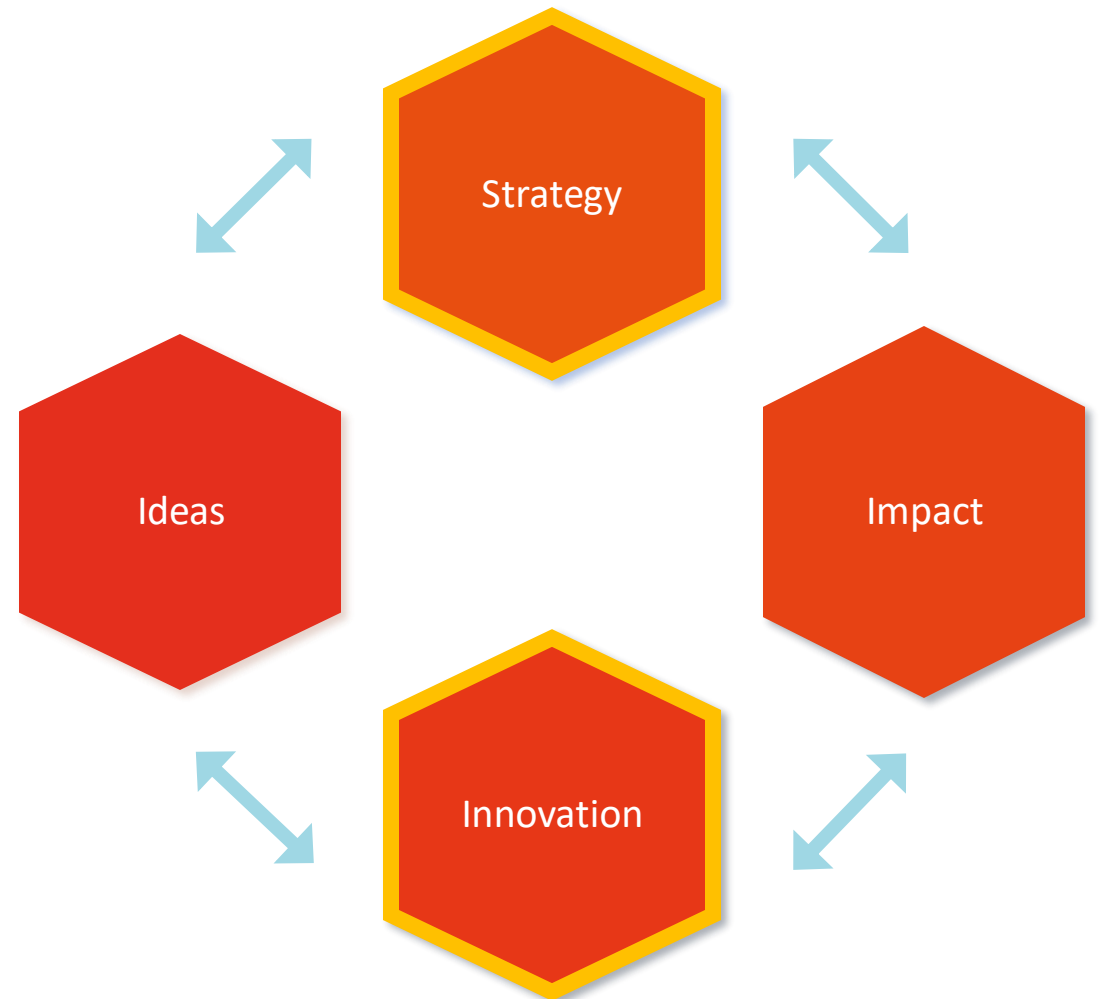
# Knowledge, Innovation and Technological Change

## Focus

- Strategy & Innovation

## Student skills

- Individual project of analyzing firm data



Go  
the **extra**  
mile

# Business Innovation and Sustainable Development

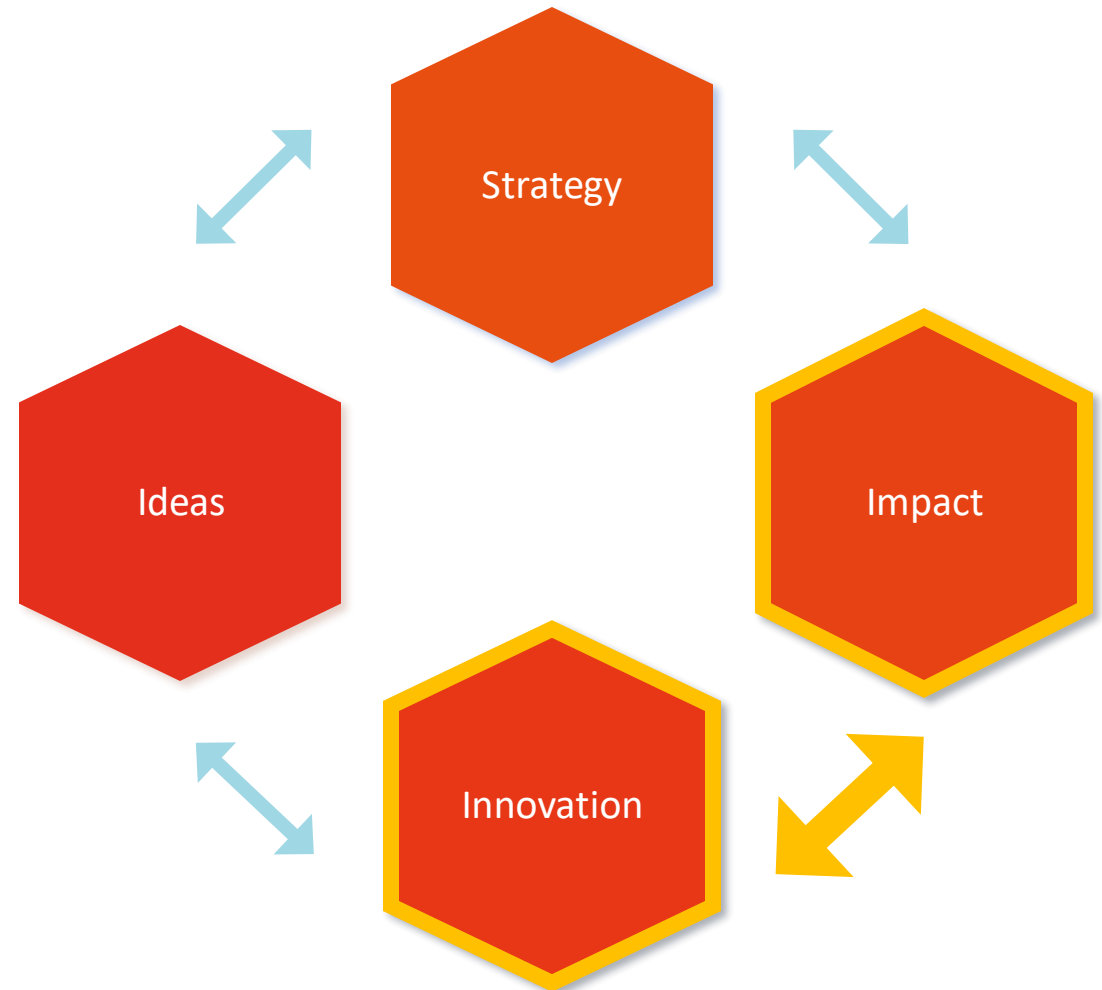
Go  
the  
mile  
extra

## Focus

- Innovation & Impact

## Student skills

- Team project – Case study of real world company/ industry on how they integrate sustainability in business strategy



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# Data Analytics

- Quantitative methods for problem-solving and research in Strategy & Innovation
- Generate insights that improve management decision-making
- R language for statistical analyses



# Elective

- Choose your own course from a wide range of options
- From another MSc IB Program
- Broaden your horizon and go the extra mile!

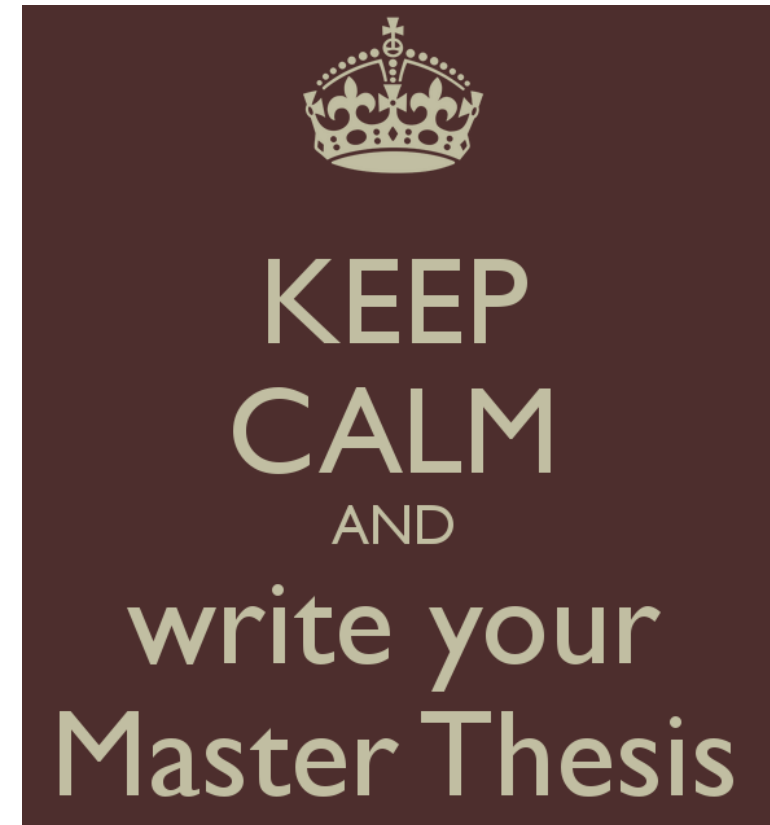
Go  
the **extra**  
mile



# Master thesis

- Challenging – YES!
- 17 ECTS credits = 20 hours per week during 6 months
- Rewarding – YES!
- Working on the thesis contributed to my academic development: 8.4/10
- Working on the thesis contributed to my personal development: 8.2/10

Go  
the **extra**  
mile



# Your Choice


- Choose from 40 + electives
- Combine this degree with other degrees
- Business research master

Variations  
in the  
Track

# We promote

- Critical Thinking
- Team work
- Self-Organization
- Creativity
- Balance of Theory & Practice

Student  
Profile



What does  
the future  
hold?

# Alumni Careers

Go  
the **extra**  
mile



**About 1,000 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**

# *Questions?*

Feel free to post your question in the Zoom chat  
(also privately to Lilianne or Meropi if you feel more  
comfortable)