

## Course Descriptions Master 2014-2015

Course Title Supply Chain Strategy  
 Course Code EBC4018  
 ECTS Credits 6,5  
 Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2014	24-10-2014		X/E			X/E
4	2-2-2015	3-4-2015		X/E			X/E

Level Advanced

Coordinator Janjaap Semeijn For more information: [j.semeijn@maastrichtuniversity.nl](mailto:j.semeijn@maastrichtuniversity.nl)

Language of instruction English

Goals Serves as introduction to the discipline, and provides an overview of the pivotal elements of the supply chain management program. Provides students with strategic insights into managing supply chains and a solid basis for understanding the subsequent elements of the program.

Description Supply Chain Strategy helps the student in the study of organising and optimizing supply chains. Supply chains are constellations of firms that together form the link between raw materials and end consumer. Both upstream and downstream functions and supporting activities will be reviewed, and what it means to strategically "manage" the different connected organisations for overall performance of the chain. An introduction with background and overview of the different components of the chain to be managed will be followed by a state-of-the art review of contemporary strategic issues in Supply Chain Management, such as lean manufacturing, third-party logistics (3PL), customer services and fulfillment, one-stop shopping, supplier development, cost & performance etc.

Literature Fawcett Stanley E., Ellram Lisa M., Ogden Jeffrey A., Supply Chain Management from Vision to Implementation. Pearson Education 2007

Prerequisites Courses and workload are very demanding for all IB Master courses. Exchange students need to have obtained a Bachelor degree in business. Exchange students need to major in supply chain management/ logistics in their Master.  
 An advanced level of English

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master Business Research	IB Electives
Master Business Research Track OR	IB Electives
Master Econometrics and OR	Other Electives
Master Human Decision Science	Electives
Master International Business Track Accountancy	Electives
Master International Business Track Controlling	Electives
Master International Business Track Entrepreneurship	Electives
Master International Business Track Finance	Electives
Master International Business Track Organisation	Electives
Master International Business Track Strategy and Innovation	Electives
Master International Business Track Supply Chain Management	SCM
Master International Business Track Sustainable Finance	Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses