

## Course Descriptions Exchange 2018-2019

Course Title Retailing and the Supply Chain  
 Course Code EBC4014  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	29-10-2018	21-12-2018			X			X

Level Advanced

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Language of instruction English

Goals Retailers take up an extremely important position in the supply chain as they are the final business that links manufacturers to end-consumers. Retailing is where supply meets consumers' needs, wants and whims in the most literal way. Therefore, dealing with retailing as just another link in the supply chain is an oversimplification. This course addresses strategic and operations decisions with which retailers are confronted. Students will train their managerial and quantitative skills necessary to optimize these decisions. Throughout the course, we go beyond a sterile conceptualisation of demand and discuss in detail how a retailer's decisions affect the end-consumer. Although most of the studied principles have wide applicability, our primary focus is on food and general merchandise retailers.

Description Roughly, the course is split up in two main parts: 'Strategic Decisions' and 'Operations Decisions'. The first part addresses decisions with a long-term impact on the retailer's success whereas the second part deals with the more tactical operations activities. In the part on strategic decisions, we study, in particular, multichannel retailing and store location decisions. In the part on operations decisions, we cover, assortment and inventory decisions, shelf space management, and finally price setting and price promotion.

Literature Reader

Prerequisites Courses and workload are demanding for all IB Master courses. Exchange students need to have obtained a bachelor degree with a major in Business. This course can be considered as an advanced course in terms of literature. Knowledge of statistical concepts (such as mean, variance, covariance, but also regression analysis) and experience with Excel are required. Experience with some statistical package (e.g., SPSS) may come in useful too.. An advanced level of English

Teaching methods Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / 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 - Operations Research	IB Electives
Master International Business - Accountancy	Electives
Master International Business - Controlling	Electives
Master International Business - Entrepreneurship and SME Management	Electives
Master International Business - Organisation: Management, Change and Consultancy	Electives
Master International Business - Strategic Corporate Finance	Electives
Master International Business - Strategy and Innovation	Electives
Master International Business - Supply Chain Management	Compulsory Courses
Master International Business - Sustainable Finance	Electives
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses