

|   |   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
|---|---|-----------|----------|-----|-----|-----|-----|-----|---|-----------------------------|--|---------------------------|---|-----------------------------|--|--|--|-------------------------------------|--|-------------------------------------|--|---------------------------------|---|---------------------------|--|---------------------------|---------------------------------|--|---------------------------------|---------------------------------------|---------------------------------|--|---------------------------------|---|---------------------------------|-----------------------------------|---------------------------------|--|---------------------------------|---------------------------------|--|------------------------|--------------------------|-------------------|-----------------------|---------------------------|---------------------|---------------------------|------------------------|------------------|
| Course Title  | Digital Supply Networks   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Course Code   | EBC2045   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| ECTS Credits  | 6,5   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Assessment  | Whole/Half Grades   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Period  | Period  | Start     | End      | Mon | Tue | Wed | Thu | Fri |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
|   | 5   | 15-4-2024 | 7-6-2024 | X   |     | X   |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Level   | Intermediate  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Coordinator   | Simon Bartczek For more information:s.bartczek@maastrichtuniversity.nl  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Language of instruction   | English   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Goals   | This course not only provides students with concepts to understand recent digitization processes but also prepares them with the conceptual tools to manage future in supply chain, marketing and strategy innovations.   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Description   | Companies such Amazon, Airbnb and LinkedIn build and manage powerful supply networks to create value. The goal of this course is to provide students with an understanding of these networks and their relationships with customers as well as suppliers. We also zoom in on the digitization and innovation processes that govern these relationships. Students will critically evaluate cutting-edge thinking on these topics and discuss implications for supply chain management, strategy and marketing.   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Literature  |   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Prerequisites   | <p>TRANSITIONAL REGULATIONS:</p> <p>This course is in transition within the pre-master International Business specialisation Supply Chain Management</p> <p>The following rule applies to pre-master International Business specialisation Supply Chain Management students who started the programme prior to academic year 2023-2024.</p> <p>TRANSITIONAL REGULATION (EBC2045):</p> <p>Repeat the course or replace it with either Operations Management (EBC2064) in period 1 or Global Supply Chain Management (EBC2030) in period 2.</p> <p>See the Transitional Regulations section in the Bachelor Education and Examination Regulations for more information.</p>   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Teaching methods  | <p>PREREQUISITES:</p> <p>A holistic understanding of Supply Chain Management, Marketing and Strategy; a keen interest in technology and innovation; Knowledge of Internet technologies and a good command of English</p> <p>PBL / Presentation / Lecture / Assignment / Groupwork</p>   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Assessment methods  | Final Paper / Participation   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Evaluation in previous academic year  | For the complete evaluation of this course please click <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| This course belongs to the following programme / specialisation                     | <table><tr><td>Bachelor Economics and Business Economics - Economics</td><td>Year 3 Business Elective(s)</td></tr><tr><td>Bachelor Economics and Business Economics - Emerging Markets</td><td>Year 3 Elective Course(s)</td></tr><tr><td>Bachelor Economics and Business Economics - Economics and Management of Information</td><td>Year 2+3 Elective Course(s)</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Business Elec(s) - Maj Inf Mgmt</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Business Elec(s) - Maj Macro</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Business Elec(s) - Maj Micro</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Core Course(s) - Maj SCM</td></tr><tr><td>Bachelor Econometrics and Operations Research</td><td>Year 3 Elective Course(s)</td></tr><tr><td>Bachelor International Business - Emerging Markets</td><td>Year 3 Elective Course(s)</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Accounting</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Finance</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Inf Mgmt</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Marketing</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Org</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Strategy</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Core Course(s) - Maj SCM</td></tr><tr><td>Pre-master Global Supply Chain Management and Change</td><td>Disciplinary Course(s)</td></tr><tr><td>Transitional Regulations</td><td>See prerequisites</td></tr><tr><td>SBE Exchange Bachelor</td><td>Bachelor Exchange Courses</td></tr><tr><td>SBE Exchange Master</td><td>Bachelor Exchange Courses</td></tr><tr><td>SBE Non Degree Courses</td><td>Bachelor Courses</td></tr></table> |           |          |     |     |     |     |     | Bachelor Economics and Business Economics - Economics | Year 3 Business Elective(s) | Bachelor Economics and Business Economics - Emerging Markets | Year 3 Elective Course(s) | Bachelor Economics and Business Economics - Economics and Management of Information | Year 2+3 Elective Course(s) | Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Inf Mgmt | Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Macro | Bachelor Economics and Business Economics - International Business Economics | Year 3 Business Elec(s) - Maj Micro | Bachelor Economics and Business Economics - International Business Economics | Year 3 Core Course(s) - Maj SCM | Bachelor Econometrics and Operations Research | Year 3 Elective Course(s) | Bachelor International Business - Emerging Markets | Year 3 Elective Course(s) | Bachelor International Business | Year 3 Business Elec(s) - Maj Accounting | Bachelor International Business | Year 3 Business Elec(s) - Maj Finance | Bachelor International Business | Year 3 Business Elec(s) - Maj Inf Mgmt | Bachelor International Business | Year 3 Business Elec(s) - Maj Marketing | Bachelor International Business | Year 3 Business Elec(s) - Maj Org | Bachelor International Business | Year 3 Business Elec(s) - Maj Strategy | Bachelor International Business | Year 3 Core Course(s) - Maj SCM | Pre-master Global Supply Chain Management and Change | Disciplinary Course(s) | Transitional Regulations | See prerequisites | SBE Exchange Bachelor | Bachelor Exchange Courses | SBE Exchange Master | Bachelor Exchange Courses | SBE Non Degree Courses | Bachelor Courses |
| Bachelor Economics and Business Economics - Economics                               | Year 3 Business Elective(s)   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor Economics and Business Economics - Emerging Markets                        | Year 3 Elective Course(s)   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2+3 Elective Course(s)   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Business Elec(s) - Maj Inf Mgmt  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Business Elec(s) - Maj Macro   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Business Elec(s) - Maj Micro   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor Economics and Business Economics - International Business Economics        | Year 3 Core Course(s) - Maj SCM   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor Econometrics and Operations Research                                       | Year 3 Elective Course(s)   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business - Emerging Markets                                  | Year 3 Elective Course(s)   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Accounting  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Finance   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Inf Mgmt  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Marketing   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Org   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business   | Year 3 Business Elec(s) - Maj Strategy  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Bachelor International Business   | Year 3 Core Course(s) - Maj SCM   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Pre-master Global Supply Chain Management and Change                                | Disciplinary Course(s)  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| Transitional Regulations  | See prerequisites   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| SBE Exchange Bachelor   | Bachelor Exchange Courses   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| SBE Exchange Master   | Bachelor Exchange Courses   |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |
| SBE Non Degree Courses  | Bachelor Courses  |           |          |     |     |     |     |     |   |                             |  |                           |   |                             |  |  |  |                                     |  |                                     |  |                                 |   |                           |  |                           |                                 |  |                                 |                                       |                                 |  |                                 |   |                                 |                                   |                                 |  |                                 |                                 |  |                        |                          |                   |                       |                           |                     |                           |                        |                  |