

Course Descriptions NonDegree 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																								
Coordinator	Bram Foubert For more information:b.foubert@maastrichtuniversity.nl																								
Language of instruction	English																								
Goals	<p>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.</p> <p>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.</p>																								
Description	<p>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.</p>																								
Literature	Reader																								
Prerequisites	<p>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..</p> <p>An advanced level of English</p>																								
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	<table> <tr> <td>Master Business Research</td><td>IB Electives</td></tr> <tr> <td>Master Business Research - Operations Research</td><td>IB Electives</td></tr> <tr> <td>Master International Business - Accountancy</td><td>Electives</td></tr> <tr> <td>Master International Business - Controlling</td><td>Electives</td></tr> <tr> <td>Master International Business - Entrepreneurship and SME Management</td><td>Electives</td></tr> <tr> <td>Master International Business - Organisation: Management, Change and Consultancy</td><td>Electives</td></tr> <tr> <td>Master International Business - Strategic Corporate Finance</td><td>Electives</td></tr> <tr> <td>Master International Business - Strategy and Innovation</td><td>Electives</td></tr> <tr> <td>Master International Business - Supply Chain Management</td><td>Compulsory Courses</td></tr> <tr> <td>Master International Business - Sustainable Finance</td><td>Electives</td></tr> <tr> <td>SBE Exchange Master</td><td>Master Exchange Courses</td></tr> <tr> <td>SBE Non Degree Courses</td><td>Master Courses</td></tr> </table>	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
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