

## Course Descriptions None 2014-2015

Course Title Business and Supply Chain Strategy\*

Course Code EBC4105

ECTS Credits 6,5

Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2015	3-4-2015					

Level Advanced

Coordinator Janjaap Semeijn For more information:j.semeijn@maastrichtuniversity.nl

Language of instruction English

Goals participants learn to understand the strategic relevance of supply chain management level, at a corporate level, as well as from a value chain viewpoint.

Description This course systematically addresses strategic issues in global supply chain management. It addresses corporate strategy formulation including the role of supply chains and value chains, as well as the roles of each of the players in the game. In addition, it will deal with the demands of the present time and 'flat world' regarding corporate social responsibility, supply chain carbon footprints, et cetera. Altogether, the course thereby provides the perspective to position supply chain activities and assess innovation and entrepreneurial opportunities. After all, innovation and entrepreneurship is about making changes in strategy work. The course will be concluded by a written exam. Course content will be largely based on the content of the supply chain strategy course in the M.Sc. IB Programme in SCM at SBE.

Literature

Prerequisites

Teaching methods PBL / 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 Global Supply Chain Management&Change Compulsory Courses