Course Descriptions None 2016-2017

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	31-10-2016	22-12-2016		X			X

Level	Advanced
Coordinator	Marleen Hermans For more information:marleen.hermans@maastrichtuniversity.nl
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 Track OR	IB 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