

## Course Descriptions None 2017-2018

Course Title Digital Supply Networks  
 Course Code EBC2045  
 ECTS Credits 6,5  
 Assessment None

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	16-4-2018	8-6-2018	X/E		X/E		

Level Intermediate  
 Coordinator Lieven Quintens For more information: l.quintens@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 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 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

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Participation

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	Bachelor Economics and Business Economics Specialisation Economics	IBE Electives
	Bachelor Economics and Business Economics Specialisation Emerging Markets	Business Electives
	Bachelor Economics and Business Economics Specialisation Emerging Markets	Major SCM
	Bachelor Economics and Business Economics Specialisation Economics and Management of Information	Free Electives
	Bachelor Economics and Business Economics Specialisation International Business Economics	Business Electives
	Bachelor Economics and Business Economics Specialisation International Business Economics	Major SCM
	Bachelor Econometrics and Operations Research	Business & Economics Electives
	Bachelor International Business Specialisation Emerging Markets	Major SCM
	Bachelor International Business	Business Electives (Major Accounting)
	Bachelor International Business	Business Electives (Major Finance)
	Bachelor International Business	Business Electives (Major Information Management)
	Bachelor International Business	Business Electives (Major Marketing)
	Bachelor International Business	Business Electives (Major Organisation)
	Bachelor International Business	Business Electives (Major Strategy)
	Bachelor International Business	Major SCM
SBE Exchange Bachelor	Bachelor Exchange Courses	
SBE Exchange Master	Bachelor Exchange Courses	
SBE Non Degree Courses	Bachelor Courses	