Course Descriptions None 2018-2019

Course Title	Business and Supply Chain Strategy*
Course Code	EBC4105
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	4-2-2019	5-4-2019		X	X		

Level	Advanced
Coordinator	Janjaap Semeijn For more information:j.semeijn@maastrichtuniversity.nl
Language of instruction	English
Goals	participants learn to understand thee 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 will 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