Course Descriptions None 2019-2020

Course Title	Customer-centric Supply Chain Management
Course Code	EBC2024
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	3-2-2020	3-4-2020	X/E			X/E	

Level	Intermediate
Coordinator	Nadine Kiratli For more information:n.kiratli@maastrichtuniversity.nl
Language of instruction	English
Goals	The course aims to develop a better understanding and awareness of how marketing and supply chain management are inherently linked. Fulfilling customer needs and achieving customer satisfaction requires that companies adopt an increasingly customer-centric as opposed to a product-centric orientation. As customer-centricity demands an integral approach towards marketing- and supply chain management-related issues, the main course objective is thus to learn, understand and discuss how marketing and supply chain management are interrelated. This is achieved through the analysis and solution of a real-life problem at a case company by means of a market research project conducted in student teams. In addition, student-led literature facilitation sessions enhance understanding of customer-centric supply chain management, encourage the transfer of textbook knowledge to practical examples, and invite students to apply knowledge by means of up to date case studies.
Description	In today's internationally-oriented business environment it is crucial for prospective managers to familiar themselves with concepts and issues related to marketing and supply chain management. Faced with fierce competition and increasing consumer demands, it is crucial that companies are able to build customer-centric supply chains. That is, supply chains that are designed and managed as to fulfil customer needs and achieve customer satisfaction. Developing a thorough understanding of basic concepts such as market research, marketing strategy, value propositions as well as knowing how to make use of the supply chain in international competitive markets to serve and satisfy customers are thus topics that will be covered in this course. Marketing & Supply Chain Management can be considered as an intermediate course for marketing and as an introduction course for Supply Chain Management. It builds upon the first year course 'Organisation and Marketing' and introduces the basics of research methods and statistical analysis.
Literature	Customized textbook compiling selected chapters from state-of-the-art textbooks about marketing research and supply chain management. As the literature is frequently updated, the course coordinator will announce the reading list before the start of the course. The Studystore (Tongersestraat 12) typically sells copies of the customized textbook.
Prerequisites	The course Marketing and Supply Chain Management can be considered as an intermediate marketing course, positioned between different marketing courses and extending into elementary concepts of supply chain management. This course is specifically targeted at IBE students and is a follow-up to the course 1.1 (Management of Organizations and Marketing). Furthermore, this course uses basic insights gained in Quantitative Methods I and II. Consequently, basic statistical, marketing and SCM knowledge is a prerequisite for attending this course. This course is a mandatory course for second year International Business Economics (IBE) students, and an elective for exchange students as well as for Emerging Markets (EM) students.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork / Research
Assessment methods	Final Paper / Attendance / Participation / Written Exam / Presentation
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 - Emerging Markets	Year 2 Elective Course(s) - Period 4
Bachelor Economics and Business Economics - International Business Economics	Year 2 Compulsory Course(s)
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses