

## Course Descriptions None 2021-2022

Course Title Digital Supply Networks  
 Course Code EBC2045  
 ECTS Credits 6,5  
 Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	11-4-2022	3-6-2022	X		X		

Level Intermediate  
 Coordinator Simon Bartczek For more information:s.bartczek@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 - Economics	Year 3 International Business Economics Elective(s)
	Bachelor Economics and Business Economics - Emerging Markets	Year 3 Elective Course(s)
	Bachelor Economics and Business Economics - Economics and Management of Information	Year 2+3 Elective Course(s)
	Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Inf Mgmt
	Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Macro
	Bachelor Economics and Business Economics - International Business Economics	Year 3 Business Elec(s) - Maj Micro
	Bachelor Economics and Business Economics - International Business Economics	Year 3 Core Course(s) - Maj SCM
	Bachelor Econometrics and Operations Research	Year 3 Elective Course(s)
	Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)
	Bachelor International Business	Year 3 Business Elec(s) - Maj Accounting
	Bachelor International Business	Year 3 Business Elec(s) - Maj Finance
	Bachelor International Business	Year 3 Business Elec(s) - Maj Inf Mgmt
	Bachelor International Business	Year 3 Business Elec(s) - Maj Marketing
	Bachelor International Business	Year 3 Business Elec(s) - Maj Org
	Bachelor International Business	Year 3 Business Elec(s) - Maj Strategy
	Bachelor International Business	Year 3 Core Course(s) - Maj SCM
	SBE Exchange Bachelor	Bachelor Exchange Courses
	SBE Exchange Master	Bachelor Exchange Courses
	SBE Non Degree Courses	Bachelor Courses
	Pre-master Global Supply Chain Management and Change	Disciplinary Course(s)
Pre-master International Business specialisation Supply Chain Management	Disciplinary Course(s)	