Course Descriptions None 2021-2022

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	25-10-2021	10-12-2021					

Level	Advanced
Coordinator	Bram Foubert For more information:b.foubert@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	This course has been cancelled. The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020/21 * Master Business Research - No specialisation (Note: only if you are taking "Supply Chain Management" disciplinary courses!) * Master International Business - Supply Chain Management TRANSITIONAL REGULATION (EBC4014): You can EITHER do the exam/resit of EBC4014 OR replace it with "International Contracting and Relationships" (EBC4268).
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

Transitional Regulations	See prerequisites