

Course Descriptions Bachelor 2019-2020

Course Title	Digital Supply Networks							
Course Code	EBC2045							
ECTS Credits	6,5							
Assessment	None							
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	5	14-4-2020	5-6-2020	X/E		X/E		
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				
	Pre-master Global Supply Chain Management and Change			Disciplinary Course(s)				
	Pre-master International Business specialisation Supply Chain Management			Disciplinary Course(s)				
	SBE Exchange Bachelor			Bachelor Exchange Courses				
	SBE Exchange Master			Bachelor Exchange Courses				
	SBE Non Degree Courses			Bachelor Courses				