

Course Descriptions Exchange 2023-2024

Course Title	Digital Supply Networks																																																	
Course Code	EBC2045																																																	
ECTS Credits	6,5																																																	
Assessment	Whole/Half Grades																																																	
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri																																										
	5	15-4-2024	7-6-2024	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	<p>TRANSITIONAL REGULATIONS:</p> <p>This course is in transition within the pre-master International Business specialisation Supply Chain Management</p> <p>The following rule applies to pre-master International Business specialisation Supply Chain Management students who started the programme prior to academic year 2023-2024.</p> <p>TRANSITIONAL REGULATION (EBC2045):</p> <p>Repeat the course or replace it with either Operations Management (EBC2064) in period 1 or Global Supply Chain Management (EBC2030) in period 2.</p> <p>See the Transitional Regulations section in the Bachelor Education and Examination Regulations for more information.</p>																																																	
Teaching methods	<p>PREREQUISITES:</p> <p>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</p> <p>PBL / Presentation / Lecture / Assignment / Groupwork</p>																																																	
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	<table><tr><td>Bachelor Economics and Business Economics - Economics</td><td>Year 3 Business Elective(s)</td></tr><tr><td>Bachelor Economics and Business Economics - Emerging Markets</td><td>Year 3 Elective Course(s)</td></tr><tr><td>Bachelor Economics and Business Economics - Economics and Management of Information</td><td>Year 2+3 Elective Course(s)</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Business Elec(s) - Maj Inf Mgmt</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Business Elec(s) - Maj Macro</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Business Elec(s) - Maj Micro</td></tr><tr><td>Bachelor Economics and Business Economics - International Business Economics</td><td>Year 3 Core Course(s) - Maj SCM</td></tr><tr><td>Bachelor Econometrics and Operations Research</td><td>Year 3 Elective Course(s)</td></tr><tr><td>Bachelor International Business - Emerging Markets</td><td>Year 3 Elective Course(s)</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Accounting</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Finance</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Inf Mgmt</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Marketing</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Org</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Business Elec(s) - Maj Strategy</td></tr><tr><td>Bachelor International Business</td><td>Year 3 Core Course(s) - Maj SCM</td></tr><tr><td>Pre-master Global Supply Chain Management and Change</td><td>Disciplinary Course(s)</td></tr><tr><td>Transitional Regulations</td><td>See prerequisites</td></tr><tr><td>SBE Exchange Bachelor</td><td>Bachelor Exchange Courses</td></tr><tr><td>SBE Exchange Master</td><td>Bachelor Exchange Courses</td></tr><tr><td>SBE Non Degree Courses</td><td>Bachelor Courses</td></tr></table>								Bachelor Economics and Business Economics - Economics	Year 3 Business 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)	Transitional Regulations	See prerequisites	SBE Exchange Bachelor	Bachelor Exchange Courses	SBE Exchange Master	Bachelor Exchange Courses	SBE Non Degree Courses	Bachelor Courses
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