

COURSE DETAIL

DIGITAL SUPPLY NETWORKS

Country

Netherlands

Host Institution

Maastricht University - School of Business and Economics

Program(s)

Business and Economics, Maastricht

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Computer Science

UCEAP Course Number

103

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL SUPPLY NETWORKS

UCEAP Transcript Title

DIGITL SUPPLY NETWRK

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Companies such as Amazon, Airbnb, and LinkedIn build and manage powerful supply networks to create value. This course provides an understanding of these networks and their relationships with customers as well as suppliers. The digitization and innovation processes that govern these relationships are also examined. Students critically evaluate cutting-edge thinking on these topics and discuss implications for supply chain management, strategy, and marketing.

Language(s) of Instruction

English

Host Institution Course Number

EBC2045

Host Institution Course Title

DIGITAL SUPPLY NETWORKS

Host Institution Campus

Maastricht University

Host Institution Faculty

School of Business and Economics

Host Institution Degree

Host Institution Department

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