MSc International Business – Supply Chain Management

Delivering value through the supply chain

Maastricht University, School of Business and Economics

Robert Suurmond

Assistant Professor of Purchasing and Supply Chain Management
Coordinator MSc. IB, track Supply Chain Management

Today's Agenda

1. What are we about?
2. Our Programme
3. Courses
4. Student Profile
5. What does the future hold?

What are
we about?

ANALYSIS
MANAGEMENT
LOGISTICS
SCM
SUPPLY CHAIN
MANAGEMENT
PROFIT
TIME TO
MARKET
PROCUREMENT
DISTRIBUTION
PLAN

Our
Program

1st Semester

Block	*IB/Supply Chain Management*	
1	Supply Chain Strategy	Purchasing Management
2	Supply Chain Research Methods	Retailing and the Supply Chain
3	Skills Training: Thesis Skills	

2nd Semester

Block	*IB/Supply Chain Management*	
4	Supply Chain Operations	Writing the Master's Thesis
5	Supply Chain Metrics	
6	Completing the Master's Thesis	

Courses

Supply Chain Strategy

- Get introduced to the discipline and the programme
- Take a holistic view of the supply chain
- Take a strategic view of the supply chain

Block	*IB/Supply Chain Management*	
1	Supply Chain Strategy	

Purchasing Management

- Understand the strategic relevance of purchasing
- Learn about suppliers and competitive advantage
- Organise the purchasing function

Block	*IB/Supply Chain Management*	
1		Purchasing Management

Supply Chain Research Methods

- Get introduced to the role of research in supply chain management
- Learn about methods for optimising the supply chain

Block	*IB/Supply Chain Managment*	
2	Supply Chain Research Methods	

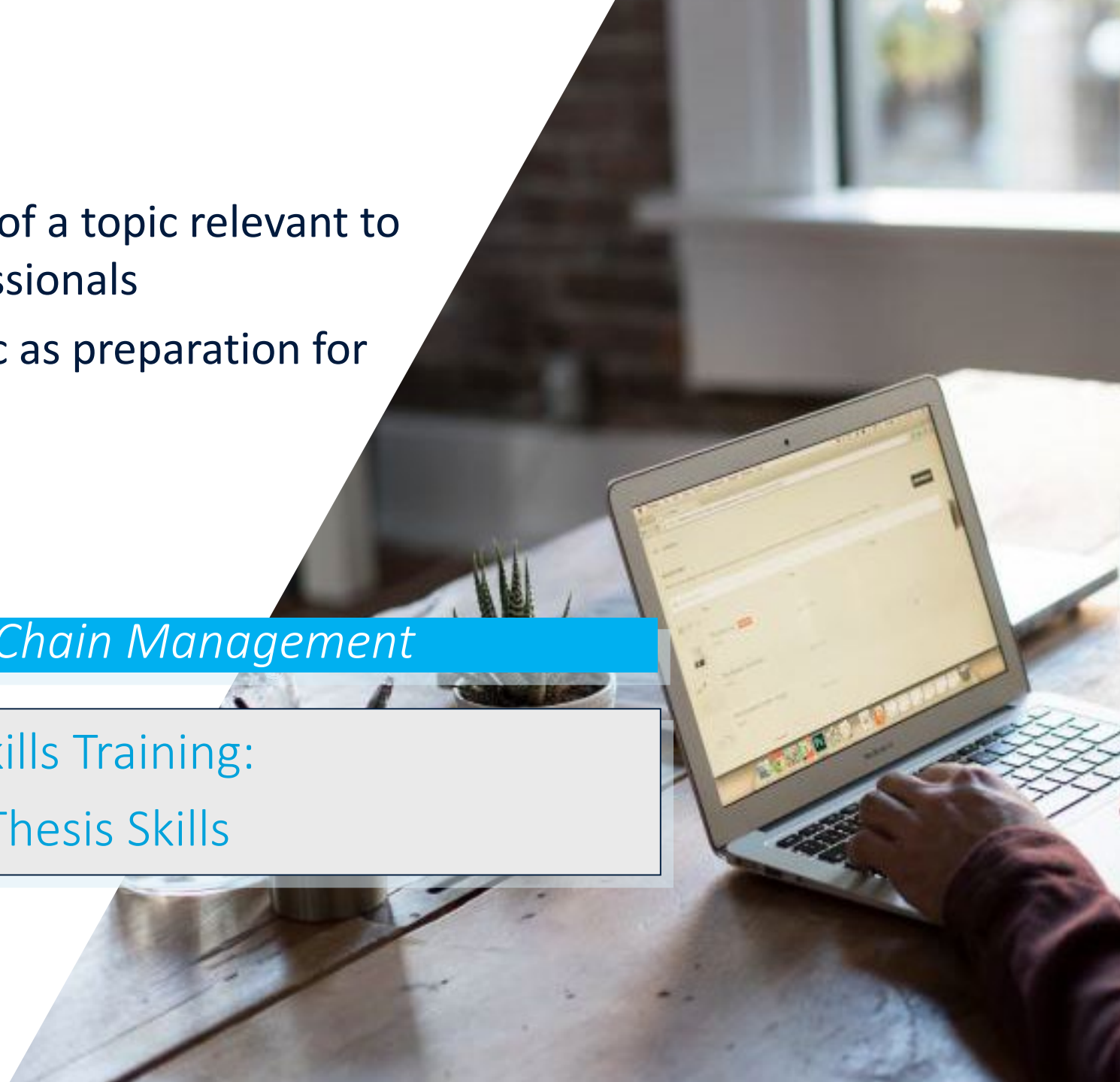
Retailing and the Supply Chain

- Learn about store location choice
- Understand assortment and inventory management
- Learn about shelf space allocation
- Understand pricing and price promotion

Block	*IB/Supply Chain Management*	
2		Retailing and the Supply Chain

Thesis Skills

- Acquire a deeper understanding of a topic relevant to supply chain management professionals
- Academically formulate this topic as preparation for entry on the job market



Block	*IB/Supply Chain Management*
3	Skills Training: Thesis Skills

Supply Chain Operations

- Design and assess efficient product processes
- Use quantitative models for decision-making

Block	*IB/Supply Chain Management*	
4	Supply Chain Operations	

Supply Chain Metrics

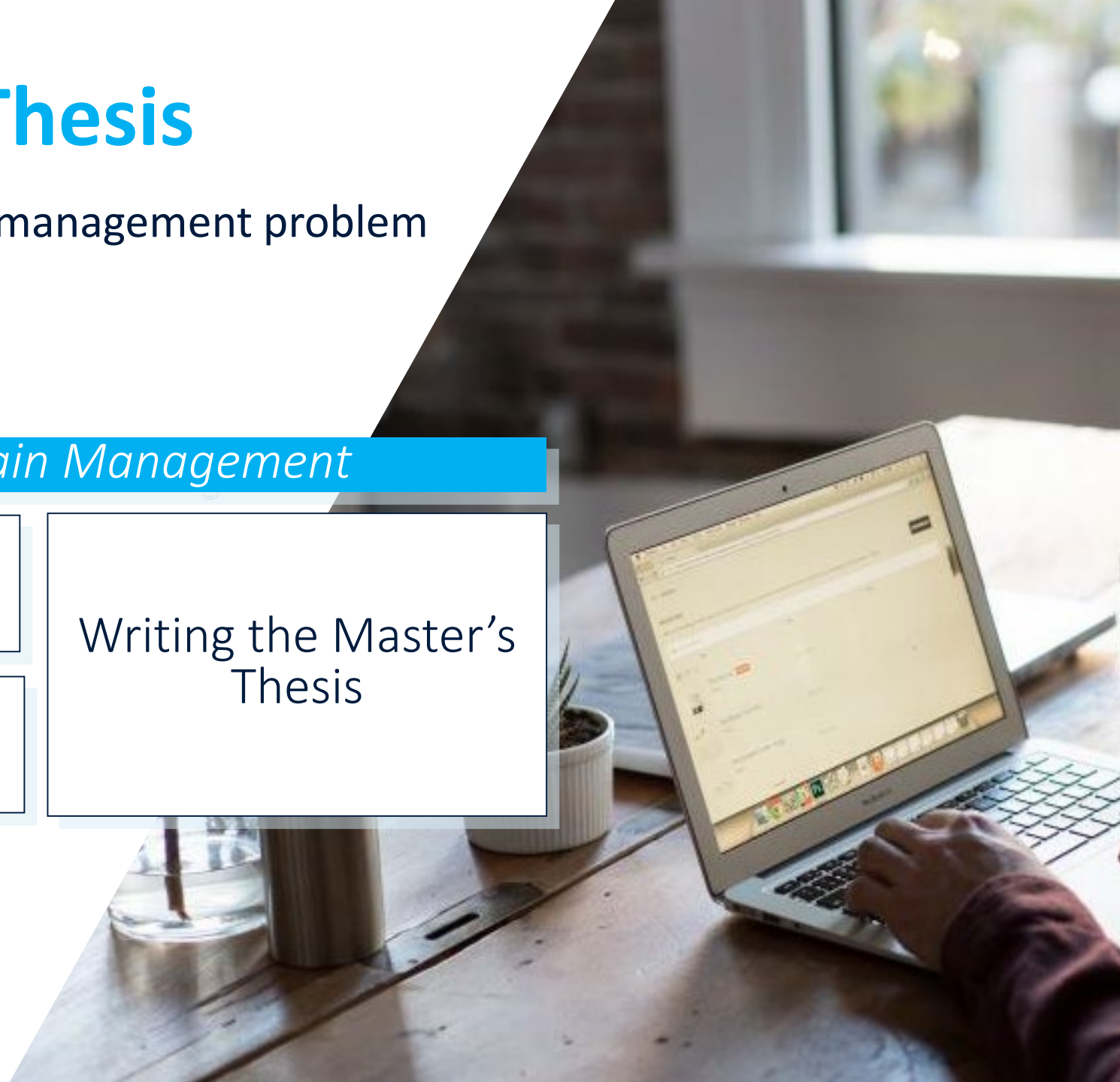
- Understand the performance of supply chain systems
- Learn about evaluation criteria (metrics)
- Control supply chain performance

Block	*IB/Supply Chain Management*	
5	Supply Chain Metrics	

Writing Master's Thesis

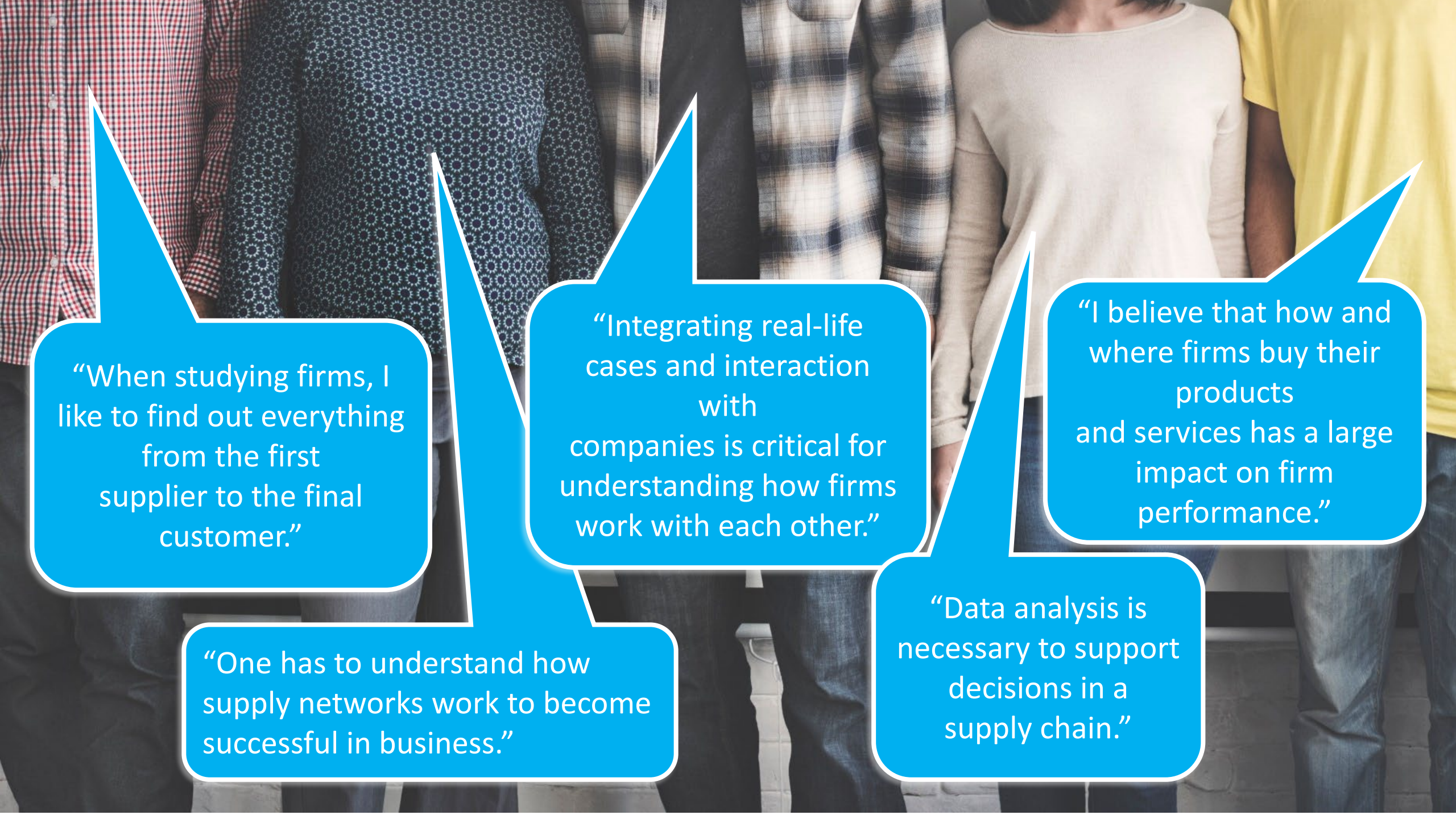
- In-depth study of a supply chain management problem
  - Academic relevance
  - Managerial relevance

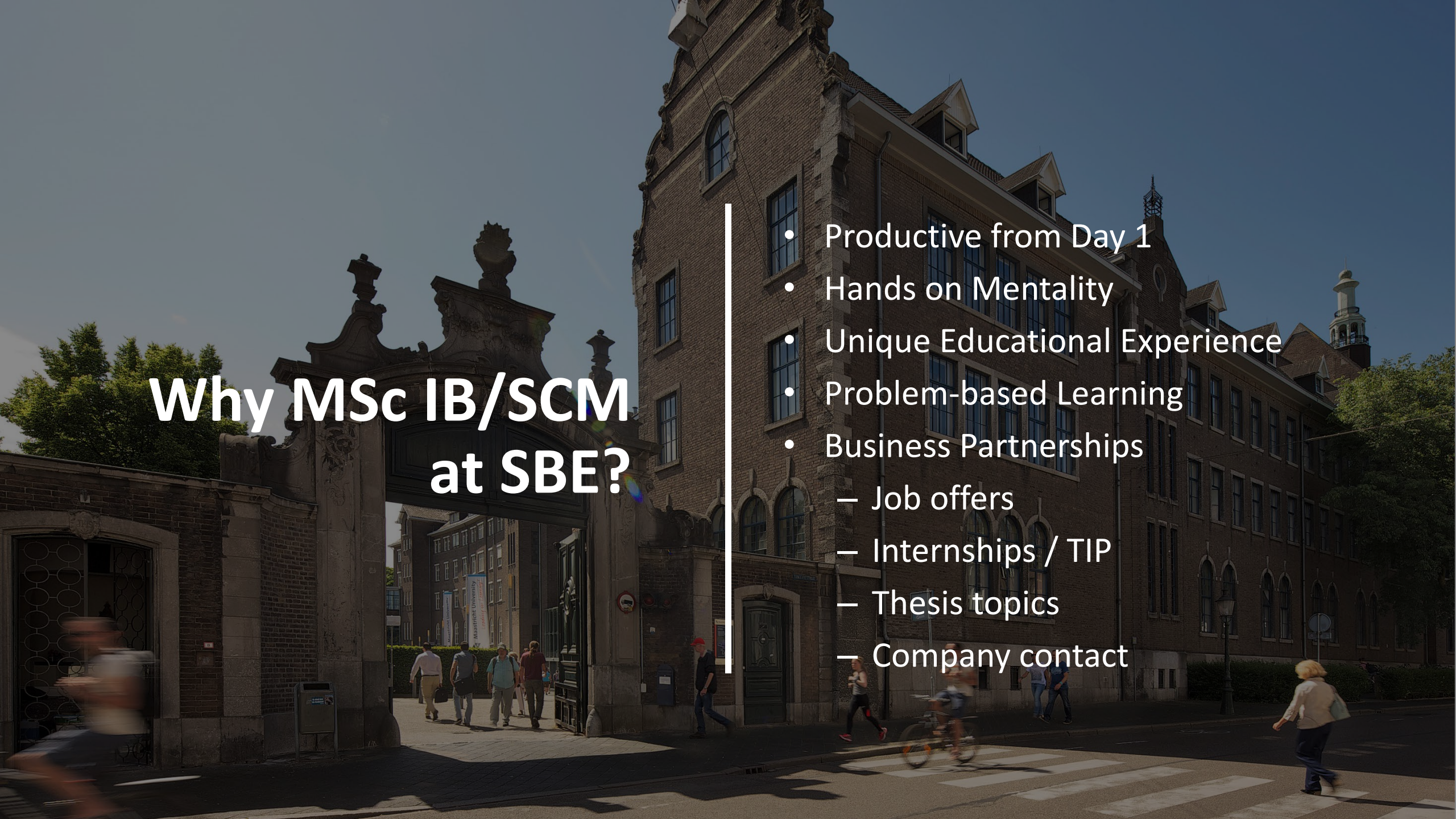
Block	*IB/Supply Chain Management*	
4		Writing the Master's Thesis
5		



6 Completing the Master's Thesis

Student
Profile


“When studying firms, I like to find out everything from the first supplier to the final customer.”
“One has to understand how supply networks work to become successful in business.”
“Integrating real-life cases and interaction with companies is critical for understanding how firms work with each other.”
“Data analysis is necessary to support decisions in a supply chain.”
“I believe that how and where firms buy their products and services has a large impact on firm performance.”



Why MSc IB/SCM at SBE?

- Productive from Day 1
- Hands on Mentality
- Unique Educational Experience
- Problem-based Learning
- Business Partnerships
  - Job offers
  - Internships / TIP
  - Thesis topics
  - Company contact

What does the future hold?

Graduates

- 352 graduates in 5 years
- Employed in 11 countries

Function

- Supply Chain Manager
- Consultant
- Market Analyst
- Project Manager

Companies

Capgemini

amazon

PHILIPS

accenture

Unilever

Questions?

Or please visit the
Meet and Greet in the Mensa

r.suurmond@maastrichtuniversity.nl
@RobertSuurmond