

MSc International Business – Supply Chain Management

Delivering value through the supply chain

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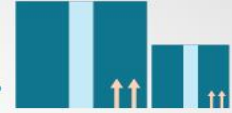
*Professor of Supply Chain Management
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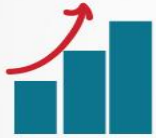


MANAGEMENT

ANALYSIS



LOGISTICS



PROFIT

SCM

SUPPLY CHAIN
MANAGEMENT



TIME TO
MARKET



PROCUREMENT



DISTRIBUTION



PLAN



Specialisation Structure (1st Semester)

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

Specialisation Structure (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	

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 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



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



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 Management

2

Supply Chain Research
Methods



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

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

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

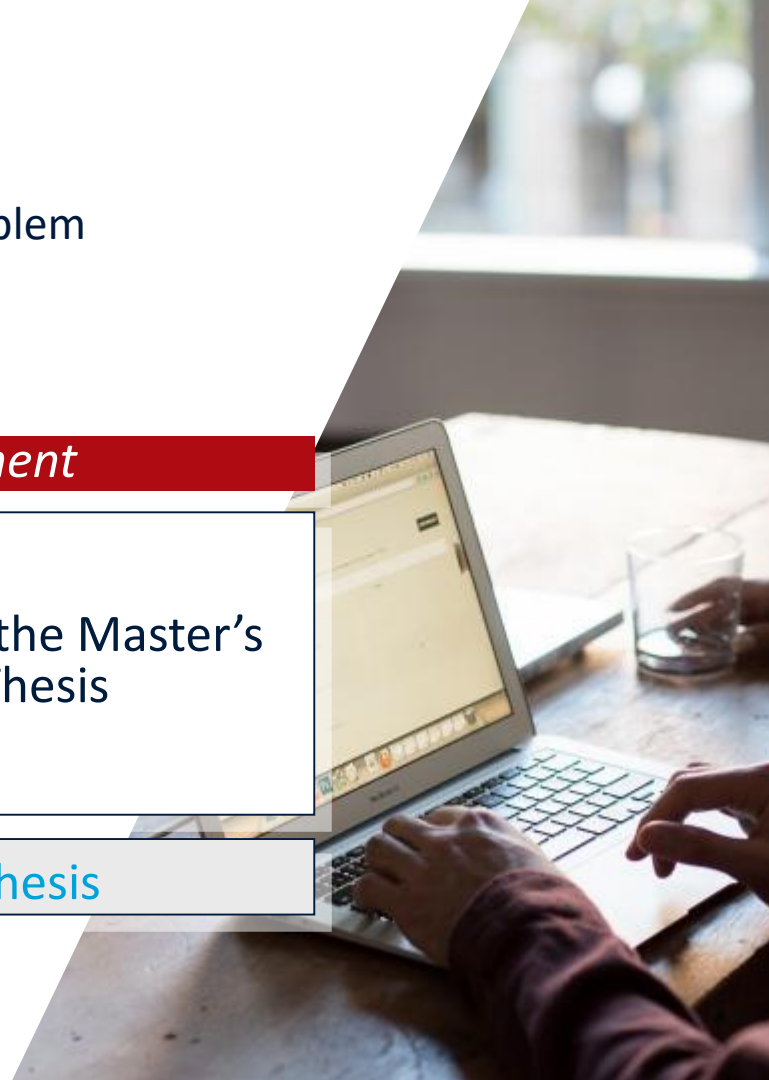
Supply Chain Metrics



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	



Is IB/Supply Chain Management right for you?

“When studying firms, I like to find out everything from the first supplier to the final customer.”

“I believe that how and where firms buy their products and services has a large impact on firm performance.”

“One has to understand how supply networks work to become successful in business.”

“Data analysis is necessary to support decisions in a supply chain.”

“Integrating real-life cases and interaction with companies is critical for understanding how firms work with each other.”



Why MSc IB/SCM at SBE?

- Business Partnerships
 - Job offers
 - Internships
 - Thesis topics
 - Company contact
- Connecting you to a network of knowledge and opportunities
- Providing better access to business
- Preparing you for a future career



What are your career prospects?

Careers of our alumni



352 graduates
Employed in 11 countries



Supply Chain Manager
Consultant
Market Analyst
Project Manager



**For questions please visit the
Meet and Greet in the Mensa**



maastrichtuniversity.nl/sbe

See you in Maastricht!

