ERA 114: Sustainable BtoB strategies and Supply Chain

5ECTS

Objectives – Course description

This course is meant to introduce companies' btob strategies. Students will learn how to situate companies within an ecosystem.
Students will learn to develop value chains and marketing plans on basis of recent and specific cases.
Understand the strategic role of the logistics / supply chain function and its impact on a company's competitiveness in link with what has been seen in the 'Building Business Strategies' course
Understand the differences between strategic processes and operations in Supply Chain.
Be able to define, measure and monitor supply chain performance of a company.
Have a global view on upstream, downstream and internal company supply chain activities

Learning content

- Companies and ecosystems
- Differences between btoc marketing and btob marketing
- Btob marketing strategies
- Developing the 4Ps for btob strategies
- Supply chain definition and its main concepts
- Managing Supply Chain flow
- Sourcing, purchasing & procurement
- Sales & Forecast
- Bullwhip effect through the 'Beergame' approach
- Production, manufacturing & lean approach
- Warehousing & transport
- E-commerce, new trends in Supply Chain & Sustainability in Supply Chain

Learning outcome

By the end of this module, the students must be able to:
- Analyze companies' btob marketing strategies
- Design companies' ecosystems and value chains
- Put into practice
- Define and illustrate the main concepts related to Supply Chain Management.
- Thanks to an analytical approach, students are also able to define process flows and understand the impact of business decisions on Supply Chain management

Methodology

Understanding the course principles through practice: cases, videos, illustrations.
Students actively participate in the course content
Mix between online and offline learning

Evaluation

20%: Permanent evaluation: practical cases and presentations
80%: Oral/Written exam in January