

Course Outline

Course Code : DBA4812
Course Title : Supply Chain Analytics
Class Date : From 15/1/2025 To 16/4/2025
Semester : Semester 2, Academic Year 2024/2025
Faculty : Adjunct Associate Professor Yuan Xue-Ming, PhD
Department : Analytics & Operations
Email : bizyxm@nus.edu.sg
URL : <http://bizfaculty.nus.edu/faculty~>
Telephone : 65162627

Overview

In today's competitive business environment, effective supply chain management is essential for companies to gain a competitive edge. Supply Chain Analytics enables crucial decision-making through scientific methodologies and advanced analytics. This course is designed to equip students with the necessary skills to excel in supply chain management and optimization. Analytics forms the foundation of business intelligence, providing the essential tools and techniques for evaluating and optimizing supply chain performance. In this course, students will learn to apply these techniques to develop models that enhance decision-making and drive practical managerial insights. The curriculum is tailored to impart versatile analytical skills, enabling students to model, analyze, and solve supply chain challenges across various industries.

With Industry 4.0 technologies, an unprecedented amount of data is now available to support decision-making and create business value across supply chains. This course leverages these technological advancements to teach students to harness data to understand past and current supply chain dynamics, predict future trends, and make optimal decisions. These analytical skills are critical for helping companies maintain and enhance their competitive positions in the market.

The course offers a comprehensive coverage of the entire supply chain spectrum, from customers to distributors, warehouses, plants, and suppliers. Through real-world applications and practical scenarios, students will gain hands-on experience with an intelligent forecasting system. This exposure will enable them to effectively plan for customer demands, manage inventory, optimize production capacities, and determine material requirements.

The key strength of this course is its emphasis on drawing practical insights from analytical solutions. Students will learn not only theoretical concepts but also how to apply these concepts in real-world settings. The practical approaches ensure that students are well-prepared to tackle the complexities of supply chain management in various industries. Furthermore, the course is designed to be highly relevant to current industry needs. As businesses increasingly rely on data-driven decision-making, the skills acquired in this course will be highly demanded in any business entity.

Course Objectives

The course objectives are to equip students with versatile analytical skills in modelling, analyzing and solving Supply Chain Management problems from various industries and provide practical hands-on experience in planning for customer demands, inventory consumption, production capacities, material requirements, etc.

Assessment

Assessment Components	Weightage
Class Participation	20%
Assignments	20%
Project	30%
Test	30%

Schedule and Outline

Lesson/ Week	Date	Session (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1	15 Jan 2025	Supply Chain Analytics: Overview
2	22 Jan 2025	Data Driven Analytics Basics: Events and Probability, Random Variables, Functions of Random Variables, Inequalities, Limit Theorems
3	29 Jan 2025	Statistical Sampling: Distribution Estimates, Sample Mean and Variance, Confidence Intervals, Proportion Estimates, Experimental Design
4	05 Feb 2025	Supply Chain Simulation Modelling: Discrete Event Simulation, Simulation Modelling, Simulation Applications
5	12 Feb 2025	Regression Models and Analysis: Linear Regression Models, Multiple Linear Regression Models, Logistic Regression Models
6	19 Feb 2025	Demand Forecasting Techniques with Applications: Importance of Demand Forecasting, Forecasting Methods, Forecasting Accuracy Evaluation
7	05 Mar 2025	Optimal Forecast and Intelligent Forecasting System: Forecasting Case Study, Optimal Forecasting Method, Intelligent Forecasting System, Industry Success Cases
8	12 Mar 2025	Supply Chain Demand Planning and Management: Aggregate Planning, Aggregate Planning Strategies, Managing Demand
9	19 Mar 2025	Supply Chain Inventory Models: Stochastic Inventory Models with and without Fixed Ordering Cost, Multi-period Inventory Models
10	26 Mar 2025	Supply Network Optimization: Network Concepts, Network Shortest Path, Optimal Supply Network
11	02 Apr 2025	Integrated Supply Chain Decision Modelling: Integrated Models in Airline Industry, Integrated Models in Emergency Medical Service
12	09 Apr 2025	Project Presentation
13	16 Apr 2025	Classroom Test

General Guide & Reading

(e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

- [1] Chopra, S. and P. Meindl, Supply Chain Management: Strategy, Planning, and Operation, 6th Edition, Pearson Education, 2016
- [2] Simchi-Levi, D., P. Kaminsky and E. Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, McGraw-Hill/Irwin, 2007
- [3] Bertsimas, D. and R. M. Freund, Data, Models, and Decisions: The Fundamentals of Management Science, 2nd Edition, Dynamic Ideas Publisher, 2004
- [4] Hillier, F. S. and M. S. Hillier, Introduction to Management Science: A Modelling and Case Studies Approach with Spreadsheets, 5th Edition, McGraw Hill Publisher, 2013

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

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- [Administrative Policies](#)
- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>