

Behavioral Management Science – Seminar

Seminar | Summer Term 2021 | Module 14271.0300

Description

Behavioral Management Science (BMS) comprises the topic of theoretical research in Management Science and behavioral research in Management Science. While the theoretical research aims to maximize management decisions' output from an economic perspective, the behavioral research aims to maximize the utility output considering a decision maker's limitation and preference bias. With behavioral studies, we can better understand the deviations of managers' decisions from theoretical predictions and provide more realistic management support for practice.

Supply chain management focuses on management optimization in a supply chain system. When a supply chain is composed of multiple echelons and various interactions among echelons happen within the system, a lot of decisions are required. The traditional research has tried to figure out optimal methods of optimizing economic output in different scenarios. Recently, starting from Schweitzer and Cachon (2000), researchers have realized that human decisions in practice are subject to bounded rationality and behavioral biases, which are factors directly influence final decisions in addition to economic pursuit.

This course aims to highlight the behavioral management science research in supply chain management. We are going to investigate typical SCM topics from the perspective of BMS by designing behavioral experiments and analyzing experiment data. Moreover, this course focuses on teaching how to summarize results in a scientific paper and how to present key insights to an audience.

This seminar can only be combined with the lecture Behavioral Management Science (14253.0500).

Administration

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Key Facts

Assignments	There will be behavioral management projects to work on in groups. You will have to give a midterm presentation and hand in a written seminar paper. Details will be presented during the kick-off session. For submission deadlines, please see below.
Grading	The overall grade will be determined as follows: <ul style="list-style-type: none">• Midterm presentation (30 %)• Seminar paper (70 %) This course will count 6 credit points (LP) towards the total of 12 credit points for the Behavioral Management Science Module (Lecture & Seminar).
Project Topics	Topics will be announced during the kick-off session.
Language	The course language is English.
Prerequisites	Interest in the field of behavioral research and supply chain management and knowledge of basic models in supply chain management
Registration	Application to this course is possible via KLIPS only. The number of participants is restricted. Please register for the exam by June 08, 2021.

Agenda & Dates

Mandatory Class Sessions:

June 07, 2021, 12 pm	Kick-off
July 05, 2021, 12 pm	1 st Group Session
July 19, 2021, 12 pm	Midterm Presentation
August 9, 2021, 12 pm	2 nd Group Session

Submission Deadlines:

July 18, 2021, 11:59 pm	Midterm presentation
September 19, 2021, 11:59 pm	Seminar paper

Please submit your work via ILIAS. Any submission after the due date will be rejected.