



Behavioral Operations in Supply Chain Management

(Master Seminar, Winter Semester, 2021/2022)

Course Description

This course aims at developing research skills to address operational problems in supply chains with the knowledge of behavioral management science. Hence, the pre-requested course is Behavioral Operations Advanced (Schwerpunktmodule) by Prof. Nicolas Fugger.

In Behavioral Operations Advanced, students have learnt behavioral factors, such as individual biases and social preferences, in decision making process. In addition to knowing the influence of each behavioral factor, it is also important to know how to detect behavioral reasons for biased decisions and accordingly debias decisions or adjust evaluation criteria. To achieve the goal, students in this course select a management problem, narrow down the problem with a concrete supply chain management scenario, and resolve the problem by proposing a research proposal under the lecturer's direction. Through such a process, students learn to define research questions, develop hypotheses for behavioral research, and design experiment for testing the hypotheses. It is also possible to organize experiment and analyze data.

Additionally, students learn to read academia papers through intensive discussion over selected top-journal research papers. To leverage the information from a published study, we should not only understand its main contribution but also carefully think over the technical issues (such as unique design of experiment, reasonability of model assumptions) and practical insights (such as pros and cons of applying the study in practice).

Course Administration

Faculty

Prof. Dr. Yingshuai Zhao
Room: 2.519 in Building 415
Telephone: +49 221 470-7938
Email: Yingshuai.Zhao@uni-koeln.de
Faculty office hours: by appointment (via email)

Secretary

Stephanie Rauscher
Room: 2.509 in Building 415
Telephone: +49 221 470-7935
Email: stephanie.rauscher@uni-koeln.de

Grading

The course will count 6 credit points (LP) for master students. The overall learning performance is evaluated based on a research project

- The project requires group work. Students within a group work together to give three presentations (a midterm presentation, a literature-sharing presentation, and a final presentation) and submit a research proposal.
- Composition of the final grade: the midterm presentation (20%), the literature-sharing presentation (10%), the final presentation (20%), and the research proposal (50%)

Language

The seminar is taught in English.



Prerequisites Behavioral Operations Advanced (Schwerpunktmodule)

The course is specially designed for students having interest in conducting research in the field of behavioral management science.

Literature Required readings will be announced during the lectures



Syllabus of Behavioral Operations in SCM (WS2021/22)

Date		Content
Oct 12, 2021	Kick off	Course Introduction
Oct 19	Introducing Research Topics	<ul style="list-style-type: none"> After the course, students register the exam by 20, Oct. Then the students submit preference over topics by 22, Oct. The grouping result is published on Oct 26.
Oct 26	Discussion over Topics	This is an ice breaker session within each group by discussing the assigned topic. A guide for discussion is provided.
Nov 02	Q&A session	Register your time slot online
Nov 09	1 st Group Presentation	During this session, each group summarizes and shares the research progress, and collects comments from the other groups as well.
Nov 16	Q&A session	Register your time slot online
Nov 23	Experiment Session	Students are invited to join an experiment for an on-going research. The experimenter explains the idea of the experiment design afterwards.
Nov 30	Midterm Presentation	Each group presented research progress with 15 minutes. A concretely defined research question and a clear research schedule is required. The evaluation of the midterm presentation takes up to 20% of the overall grade, i.e., 20 points. The deadline of submitting presentation slides via ILIAS is 11:59 pm on Dec 13.
Dec 07	Literature Sharing (Group 1)	A representative literature is presented. During the presentation, the group should clearly show the main content of the literature, as well as discuss the pros and cons of the study. The evaluation of the literature-sharing presentation takes up to 10% of the overall grade, i.e., 10 points. The description here applied to the sessions on Dec 14 and Dec 21 as well.



Dec 14	Literature Sharing (Group 2)	
Dec 21	Literature Sharing (Group 3)	
Jan 11, 2022	Q&A session	Register your time slot online
Jan 18	Q&A session	Register your time slot online
Jan 25	Q&A session	Register your time slot online
Feb 01	Final Presentation	<p>Each group presented research progress with 15 minutes. Hypotheses conduction and Experiment Design are required.</p> <p>The evaluation of the final presentation takes up to 20% of the overall grade, i.e., 20 points.</p> <p>The deadline of submitting presentation slides via ILIAS is 11:59 pm on Jan 31.</p>
Feb 01	Submission of Seminar Paper	<p>The evaluation of the seminar paper takes up to 50% of the overall grade, i.e., 50 points.</p> <p>The deadline of submitting seminar paper via ILIAS is 11:59 pm on Jan 31.</p>