Universität zu Köln
Seminar für Supply Chain Management und Management Science

Behavioral Operations in Supply Chain Management
(Bachelor Seminar, Summer Semester, 2023)

Course Description

Behavioral Management Science (BMS) complies with 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 practical management support for the 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, many decisions are required. 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 that directly influence final choices in addition to economic pursuit.

This course highlights the behavioral management science research in supply chain management. We will investigate specific SCM topics from the perspective of BMS by designing behavioral experiments and analyzing experimental data. Moreover, this course includes practice on summarizing results in a scientific paper and presenting critical insights to an audience.

Course Administration

Faculty	Prof. Dr. Yingshuai Zhao Room: 2.512 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 grading of the lecture is based on a selected research project. The project requires group work. Around this topic, literature reading, two presentations accompanied with written slides (a midterm presentation and a final presentation), and a research report are required. Composition of the final grade: ¬ Literature reading (10%) ¬ Presentation (40%): the midterm presentation (20%), a final presentation (20%) ¬ Research proposal (50%)
Language	The seminar is taught in English.

Prerequisites	Interest in the fields of behavioral research and supply chain management
	Knowledge of fundamental models in supply chain management
Literature	Required readings will be announced during the lectures
Registration	Application to this course is possible via KLIPS only. The number of participants is restricted.