

# MS6722: ADVANCED CASE ANALYSIS FOR SUPPLY CHAIN MANAGEMENT

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Advanced Case Analysis for Supply Chain Management

### Subject Code

MS - Decision Analytics and Operations

### Course Number

6722

### Academic Unit

Decision Analytics and Operations (DAOS)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The objective of this course is to provide students with the necessary skills to analyze complex supply chain scenarios, effectively present and communicate with business clients, and compose impactful business reports. Students will be assigned to a series of demanding business cases related to operations and supply chain management (SCM), where they will be tasked with resolving business issues using the knowledge gained from the program, either individually or as a team. The course is designed to prepare students for job interviews, business consulting roles, and entry-level management positions in the operations and supply chain management field.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3	
1	Apply knowledge from SCM, Logistics and other business areas to identify critical issues in a complex business case.	20	x	x	
2	Utilize the fundamental concepts, principles, and analytical tools from SCM to devise solutions for the given business challenges.	30		x	
3	Confidently and effectively present their solutions in both verbal and written formats.	30	x	x	x
4	Actively participate in class discussions and demonstrate the ability to work collaboratively in teams to solve complex problems, including emerging trends and technologies, ethical, social, and environmental responsibilities.	20	x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Attend and actively participate in interactive lectures	Attend and actively participate in interactive lectures, including guest lectures, on case analysis, presentation & writing skills, and SCM practices.	1, 2, 4
2	Read and analyse cases	Work individually to analyse cases to be presented by others	1, 2, 4
3	Collaborate in group case studies and present them.	Collaborate in team-based case studies and presentations.	1, 2, 3, 4

4	Write professionally	Individually write several reports on their case analysis, business occasions, and assigned topics in SCM.	1, 2, 3	
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**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class participation	1, 2, 4	15	
2	Case presentation (group)	1, 2, 3, 4	35	
3	Writing exercises (individual) 1) An executive summary 2) An email/memo	1, 2, 3	15	
4	Online quizzes (3)	1, 2, 3	15	
5	Business report (individual)	1, 2, 3	20	

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)****Assessment Task**

1. Class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Participation;  
Leadership;  
Contribution to the ideas.

**Excellent**

(A+, A, A-) Demonstrate leadership in organizing and stimulating the discussion. Very active participation. Organize the final conclusion. Strong evidence of original thinking.

**Good**

(B+, B, B-) Very active participation. Be able to contribute very constructive ideas. Contribute significantly to the final conclusion.  
Evidence of original thinking.

**Fair**

(C+, C, C-) Participate in the case discussion actively, and be able to contribute positively to the final conclusion.  
Some evidence of original thinking.

**Marginal**

(D) Participate in the class or group discussion, with occasional tangible contributions. Know the subject reasonably well.

**Failure**

(F) No participation.  
Little evidence of familiarity with the subject matter.

### Assessment Task

2. Case presentation (group) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

#### Criterion

Business merit.  
Clarity;  
Organization;  
Professionalism;  
Language.

#### Excellent

(A+, A, A-) A powerful business solution. Very clear presentation, well organized. Professional in both presentation and handling questions. Very fluent English.

#### Good

(B+, B, B-) A very good business solution. Clear presentation. Professional in presentation and handle questions well. Good English.

#### Fair

(C+, C, C-) A sound business solution, presented well, demonstrate sufficient business sense, professional business manner.

#### Marginal

(D) A business solution reasonable but with certain flaws. Be able to make the idea clear. Basically professional business manner.

#### Failure

(F) Unreasonable business solution. Very unprofessional manner.

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### Assessment Task

3. Writing exercises (individual)

1) An executive summary

2) An email/memo

(for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

#### Criterion

Critical thinking; logical thinking; Effective communications

#### Excellent

(A+, A, A-) A powerful business solution. Very clear writing, well organized. Very good English.

#### Good

(B+, B, B-) A very good business solution. Clear writing. Good English.

#### Fair

(C+, C, C-) A sound business solution, presented well, demonstrate sufficient business sense.

#### Marginal

(D) A business solution reasonable but with certain flaws. Be able to make the idea clear.

#### Failure

(F) Unreasonable business solution. Unclear writing.

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**Assessment Task**

4. Online quizzes (3) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Understanding of the materials; Writing skills; Identification of avoidable mistakes and communication skills

**Excellent**

(A+, A, A-) Very clear writing, well organized. Very good English.

**Good**

(B+, B, B-) Clear writing. Good English.

**Fair**

(C+, C, C-) Presented well, demonstrate sufficient business sense.

**Marginal**

(D) Be able to make the idea clear.

**Failure**

(F) Unclear writing.

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**Assessment Task**

5. Business report (individual) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Business merit.  
Organization;  
Language.

**Excellent**

(A+, A, A-) A powerful business solution. Very clear writing, well organized. Very good English.

**Good**

(B+, B, B-) A very good business solution. Clear writing. Good English.

**Fair**

(C+, C, C-) A sound business solution, presented well, demonstrate sufficient business sense.

**Marginal**

(D) A business solution reasonable but with certain flaws. Be able to make the idea clear.

**Failure**

(F) Unreasonable business solution. Unclear writing.

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**Assessment Task**

1. Class participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Participation;  
Leadership;  
Contribution to the ideas.

**Excellent**

(A+, A, A-) Demonstrate leadership in organizing and stimulating the discussion. Very active participation. Organize the final conclusion. Strong evidence or original thinking.

**Good**

(B+, B) Very active participation. Be able to contribute very constructive ideas. Contribute significantly to the final conclusion.  
Evidence of original thinking.

**Marginal**

(B-, C+, C) Participate in the class or group discussion, with occasional tangible contributions. Know the subject reasonably well.

**Failure**

(F) No participation.  
Little evidence of familiarity with the subject matter.

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**Assessment Task**

2. Case presentation (group) (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Business merit.  
Clarity;  
Organization;  
Professionalism;  
Language.

**Excellent**

(A+, A, A-) A powerful business solution. Very clear presentation, well organized. Professional in both presentation and handling questions. Very fluent English.

**Good**

(B+, B) A very good business solution. Clear presentation. Professional in presentation and handle questions well. Good English.

**Marginal**

(B-, C+, C) A business solution reasonable but with certain flaws. Be able to make the idea clear. Basically professional business manner.

**Failure**

(F) Unreasonable business solution. Very unprofessional manner.

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**Assessment Task**

3. Writing exercises (individual)  
1) An executive summary  
2) An email/memo  
(for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Critical thinking; logical thinking; Effective communications

**Excellent**

(A+, A, A-) A powerful business solution. Very clear writing, well organized. Very good English.

**Good**

(B+, B) A very good business solution. Clear writing. Good English.

**Marginal**

(B-, C+, C) A business solution reasonable but with certain flaws. Be able to make the idea clear.

**Failure**

(F) Unreasonable business solution. Unclear writing.

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**Assessment Task**

4. Online quizzes (3) (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Understanding of the materials; Writing skills; Identification of avoidable mistakes and communication skills

**Excellent**

(A+, A, A-) Very clear writing, well organized. Very good English.

**Good**

(B+, B) Clear writing. Good English.

**Marginal**

(B-, C+, C) Be able to make the idea clear.

**Failure**

(F) Unclear writing.

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**Assessment Task**

5. Business report (individual) (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Business merit.  
Organization;  
Language.

**Excellent**

(A+, A, A-) A powerful business solution. Very clear writing, well organized. Very good English.

**Good**

(B+, B) A very good business solution. Clear writing. Good English.

**Marginal**

(B-, C+, C) A business solution reasonable but with certain flaws. Be able to make the idea clear.

**Failure**

(F) Unreasonable business solution. Unclear writing.

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## Part III Other Information

### Keyword Syllabus

- 1) Key supply chain concepts
  - a. Pull vs push; postponement; bullwhip effect; little' s law; globalization; logistics triangle; supply chain strategy.
- 2) Business case analysis skills
  - a. Group discussion skills; business professionalism; case analysis techniques; class discussion
- 3) Business consulting
  - a. Common consulting tools such as five forces analysis, SWOT, Five Why' s, 7 R' s for business process reengineering (BPR), and their applications.
- 4) Business presentation and writing  
Effective presentation skills; business writing, use of LLM tools.

### Reading List

#### Compulsory Readings

Title	
1	Nil

#### Additional Readings

Title	
1	Effective business presentations by Judy Jones Tisdale. Upper Saddle River, N.J.: Pearson/Prentice Hall, c2005 (or newer edition)
2	Effective Business Writing by Kogan Page, 2009 (or newer edition).
3	Business Consulting: A Guide to How it Works and How to Make it Work, London: Economist Books, 2005 (or newer edition).
4	Ad hoc Youtube videos on presentations, etc.