

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Decision Sciences

DSC3218 Physical Distribution Management

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Session: Semester I, 2014/2015

Objectives

This course helps students to learn about the strategic importance of good distribution planning and operations in the context of supply chain management in Asia. A strategic framework of physical distribution design is presented to help build critical managerial skills for decision making in the management of physical distribution and transportation of goods and services.

The course emphasizes the application of quantitative and analytical techniques to physical distribution system design (facility location, vehicle routing and fleet planning) and transportation management in Asia. Where available, Asian cases will be used to highlight and educate the reader on unique business operations in this region.

The objective of this course is to INTRODUCE and INTEGRATE knowledge in this area with applications in business analytics, logistics and supply chain management. It prepares participants for the work environment and the diverse challenges faced by business analysts and consultants. The teaching method will be a combination of lectures, problem based learning, class discussion on assigned topics and case analysis. Individual participation by students is strongly encouraged.

Prerequisite

Students should preferably complete the DSC 3201 course on supply chain management as some knowledge from that course is assumed. You may get a waiver subject to approval by the lecturer concerned.

Assessment

Team Term Paper	20%
Team Research Poster and Video	20%
Individual case/assignment analyses	40%
Class Participation	20%

Term Paper

Each project team is required to prepare a term paper on current research topic relevant to the subjects covered in this class. Any paper used for fulfilling requirements of other courses or graduate oral exam **MUST NOT** be recycled in this class.

The purpose of the term paper is to demonstrate that you can apply the techniques learned in this class to an analytics problem of your choosing. The paper must include a statement of the problem, data or process(es) analyzed, and the principles learned.

The paper should be typewritten, paginated, double-spaced, in Time font, size 12, 1 inch margins (top, bottom, left, and right), and must follow the outline shown below. There is no page limitation, but a good term paper may need 8 to 14 pages of narratives to provide in-depth analysis of a selected topic

Research Poster

Each project team is required to prepare a research poster based on the research conducted for the term paper. The poster should include the following:

- Title and Authors
- Purpose (or Objectives or Introduction)
- Methods
- Results or Findings
- Discussion
- Summary/conclusions

Required Text

Course Reading Packet

Software

Excel Open Solver/Solver Studio

Lesson Plan

"The best way to learn is to do; the worst way to teach is to talk."—Paul Halmos

The learning will be augmented with a series of cases and assignments to be discussed in class to augment the lecture notes and reading materials.

Students are expected to do these assignments and participate actively in classroom discussion.