

OPRE6304 - Operations Analytics

[OPRE 6304](#) Operations Analytics (3 semester credit hours) All businesses face operational and pricing challenges including: how to configure and operate their supply chain, what kind of contracts to set with suppliers, what inventory levels to carry at various points in the supply chain, how to allocate products to sales channels and outlets, and how to price their products over time to different market segments. These challenges are often addressed individually and in isolation but, in reality, all of these decisions interact with each other at a fundamental level. This course examines the operations management challenges faced by companies in various industries through business cases and analytics exercises. The course particularly emphasizes on incorporating data-driven decision making into companies' complex processes and the challenges involved in coordinating different decision areas across the firm. (3-0) Y