DSC3222 Topics in Operations & Supply Chain Management – Business Practicum
(DSC3222 TIOSCM – Business Practicum)

Module Introduction and Objectives
The annual Enterprise 50 Awards seek to recognize the fifty most enterprising privately-held local companies in Singapore. It was first established in 1995 as a means to recognize the contributions made by these companies in the economic development of Singapore. This year, the E50 Awards winners were announced in November 2008; it was jointly organized by The Business Times and KPMG, and supported by International Enterprise Singapore, SPRING Singapore and the Infocomm Development Authority of Singapore.

As a follow-up to the E50 Awards, The Business Times is partnering NUS Business School in an E50 Educational Project, with support from KPMG and SPRING Singapore. This E50 Educational Project will involve teams of students from our NUS Business School working with each of the E50 winning companies, with the aim of understanding and writing about their business models, value propositions, business operations as well as their entrepreneurial passion and leadership.

The School is very excited about the possibilities of this project, for we know that our students will have the tremendous opportunity and privilege to learn directly from the CEO-leaders of the E50 winners, while their supervised writings can make a contribution to the overall SME sector of our Singapore economy.

Nature and Scope of Module/Business Practicum Project
This E50 Educational Project is now being offered to our B-School students in the form of module DSC3222 TIOSCM - Business Practicum. The module is worth 4 MCs.

The details of this Business Practicum (BP) project are as follows:

(1) The BP project team will be supervised by Prof Hum Sin Hoon, former dean of the NUS Business School, and current executive dean of the NUS-Fudan Joint Graduate School.

(2) The BP project team will work with two of the E50 winning companies; the companies should be from different industries so as to widen students’ exposure and learning.

(3) The team will collate company-related information on-site, meet with the CEO, senior executives and other staff/workers of the company, according to a schedule to be worked out with each company (this is a part-time schedule which could start in December 08, but will more likely be within the first quarter of 2009).
(4) The team will do the necessary analysis under Prof Hum's supervision and write three reports on each company as follows:

(a) Report No 1: This will be published in the Business Times, and subsequently compiled into a book publication that will be sold to the public (profits if any will be donated to charity). This report will therefore be slanted for public consumption, highlighting the successes of the company and its business model and leadership; it is aimed at helping to profile and market the E50 winning companies further;

(b) Report No 2: This will be written as a diagnostic consulting report providing an independent perspective on the business and its operations, including the strengths and weaknesses, and the associated opportunities and threats facing the company. This report will be kept confidential and is made available only to the company concerned; it is aimed at providing further value-add for the E50 companies;

(c) Report No 3: This will be written as a business case study for use in teaching. It will be slanted to promote the company while including some issues and contents that can facilitate classroom learning on different aspects of business and management. It will be submitted for vetting by the company and where necessary, the data included can be disguised and the writing revised accordingly. Eventually, the company will have the discretion to decide whether it wishes to sign off a case release form. Without the sign-off by the company, the case will not be released for use in the classroom or for publication.

(5) The BP project team will also prepare and make a professional presentation of Report No 2 to the company management/leadership team.

(6) Each student will also do a Peer Evaluation of each of his/her team member.

Supervision and Grading
The BP project team is to make appointments to meet with the supervisor on a regular basis (once a week initially). Each student will receive a grade for the module; the grades for students in the team can be different.

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<tr>
<th>Written Reports</th>
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<tbody>
<tr>
<td>Presentation to Companies</td>
<td>20%</td>
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<tr>
<td>Peer Evaluation</td>
<td>10%</td>
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<tr>
<td>Supervisor Interaction and Evaluation</td>
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Composition of Team
The BP project team will comprise four students. Students should have completed all levels 1000 and 2000 foundation modules when they enroll for this module.