Singapore academics bag Terradata Corp.'s inaugural TUN Award

Ike Suarez | Jan. 3, 2014

SMU faculty duo cited for excellence in teaching of business intelligence and business analytics

Terradata Corp. has launched its Terradata University Network (TUN) Teaching Innovation Award with its inaugural winner, the faculty duo of associate professor Michelle Cheong and instructor Murphy Choy of the School of Information Systems, Singapore Management University (SMU).

The duo bagged the award with the entry, "Effective Use of Data &Decision Analytics to Improve Distribution Order in a Supply Chain," a case study submitted along with its teaching notes and laboratory guide used as part of the Operations Analytics & Applications course in the Master of IT in Business (Analytics) programme offered by SMU's School of Information Systems.

The case study successfully demonstrated how to obtain insights and propose new solutions by integrating data analytics with decision analytics to reduce distribution costs for a logistics company.

The Ohio-based vendor of analytic data platforms said in a press statement that it launched the award to recognize excellence in the teaching of business intelligence and business analytics at the undergraduate, graduate, and/or executive education levels.

Professor Cheong and Mr. Choy received the award during a TUN-sponsored reception which formed part of the events at the 2013 International Conference on Information Systems last December 15 to 18 in Milan, Italy.