

<b>Title</b>	<b>BMAN61102 Decision Behaviour, Analysis and Support</b>
<b>Credit Rating</b>	15
<b>Level</b>	MSc
<b>Semester</b>	2
<b>Course Coordinator(s)</b>	Dr Nadia Papamichail
<b>Methods of Delivery</b>	Lectures, case studies, and individual/group exercises
<b>Lecture Hours</b>	20
<b>Seminar Hours</b>	
<b>Private Study Hours</b>	130
<b>Total Study Hours</b>	150
<b>Pre-requisites</b>	
<b>Co-requisites</b>	
<b>Dependant Courses</b>	
<b>Assessment Methods and Relative Weightings</b>	Project (may involve group activities): 40% Examination: 60%
<b>Aims</b>	
<p>The aim of this module is to provide a state-of-the-art overview on decision making. It will explore how decision analysis and decision aiding technologies can help individuals, groups and organisations make effective decisions. Participants will be provided with an understanding of the capabilities and types of decision frameworks and decision support system technologies used in businesses and their impact on business performance and competitiveness.</p>	
<b>Learning Outcomes</b>	
<p>By the end of the course participants will:</p> <ul style="list-style-type: none"> <li>• Understand cognitive limitations in decision making</li> <li>• Explore behavioural models and normative theories of decision making</li> <li>• Become aware of emerging trends in decision support technology</li> <li>• Appreciate the benefits and limitations of using decision support systems</li> <li>• Be able to design decision support systems and processes</li> <li>• Evaluate the appropriateness of different types of decision support systems</li> </ul>	
<b>Syllabus</b>	
<p>The following topics will be covered in at various levels of detail</p> <ul style="list-style-type: none"> <li>• Decisions: context and frameworks</li> <li>• Decision behaviour models and decision making traps</li> <li>• Multi-criteria Decision Analysis (MCDA)</li> <li>• Decision Support Systems (DSS); Knowledge-based Systems; Advanced Intelligent Systems</li> <li>• Soft modelling, problem structuring methods and problem formulation</li> <li>• Strategic decision making and group decision support at the executive board level</li> <li>• Organisational decision making and good practice frameworks</li> <li>• Societal decision making, risk communication and risk management</li> <li>• Designing and evaluating decision support systems</li> <li>• Big data, analytics and big decisions: the future of decision support</li> </ul>	

## **Reading List**

The main course text is:

Simon French, Nadia Papamichail, John Maule. 'Decision Making: Behaviour, Analysis and Support' Cambridge University Press 2009

Another suitable text is:

E. Turban, J. R. Sharda and D. Delen. 'Decision Support and Business Intelligence Systems'. Upper Saddle River, New Jersey, Prentice Hall. 2011.