

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT6003
Subject Title	Methodologies for Business Decisions
Credit Value	3
Level	6
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	Nil
Role and Purposes	The primary objective of the course is to provide graduate students with foundational and critical knowledge on decision methodologies and skills in applying these to business decisions.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: a. Analyze strategic operational issues in a complex environment with analytical methodologies and formulate executable decision plans b. Evaluate and select techniques for the improvement of productivity and efficiency of an organization c. Apply analytical methodologies and/or tools for the DBA/DMgt thesis research.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none">▪ Quantitative representation of business objectives and decisions.▪ Spreadsheet-based decision analysis and modeling▪ Resource and assets allocation▪ Data envelopment analysis for performance analysis▪ Decision tree▪ Risk and utility▪ Computational simulation▪ Analytical hierarchy process for decision making
Teaching/Learning Methodology	A mix of lectures to impart knowledge and spreadsheet-based case studies to demonstrate applications will be the pedagogical approach. Group work and presentations based on the extent of companies' work will be the basis for experiential learning.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c		
	Homework	30%	✓		✓		
	Course Project	20%		✓			
	Examination	50%	✓	✓	✓		
Total	100 %						
<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Homework will be given for practice on methodologies learned in the classes. A course project is assigned to help students to apply the methodologies to a business case to improve the business decision. The final examination is comprehensive which includes problem solving and analysis on short business cases.</p> <p><i>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Exam components.</i></p>							
Student Study Effort Expected	Class contact:						
	▪ Lecture		30 Hrs.				
	Other student study effort:						
	▪ Homework		66 Hrs.				
	▪ Case study		30 Hrs.				
	Total student study effort		126 Hrs.				
Reading List and References	<p>Moore and Weatherford, Decision Modeling with Microsoft Excel, Prentice Hall, 6th Ed, 2001</p> <p>Powell and Baker, The art of modeling with spreadsheets: management science, spreadsheet engineering, and modeling craft, Wiley, 2nd Ed. 2007</p> <p>Selected articles from <i>Management Science</i>, <i>Journal of Operations Management</i>, etc.</p>						