The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT4101
Subject Title	Practice of Management Decision Analysis
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite	LGT2106 Principles of Operations Management; Preferably with knowledge of LGT3102 Management Science
Objectives	Students learn some quantitative techniques from the pre-requisites, but quite often are not skillful in the application to real life problems. Sometimes they cannot identify that a certain technique may be applied under certain situations. Sometimes they do not know how to start tackling a problem which seems too complex to them. In other situations they cannot list down all relevant objectives and hence cannot compare which proposed solution seems to be the best. The purpose of this subject is helping them to accumulate practical experience to solve real life problems, by applying and consolidating the quantitative methods learnt from the prerequisites. It contributes to the BBA Programme Outcomes 6 & 7, to help students apply information systems and make effective decisions, and understand the operation of the business.
Subject Learning Outcomes	 Upon completion of the subject, students will be able to: a. Understand the range of practical application of management decision analysis techniques, the characteristics of successful application, the scope of the decisions, and the limitations of the techniques. b. Develop skills in analysing complex operations problems, using quantitative techniques as appropriate. c. Tackle a management decision situation from different angles of view, and able to evaluate the outcomes of different decisions.
Subject Synopsis/ Indicative Syllabus	 The methodology of decision analysis techniques Debates about the relevance of techniques and the traditional scientific approach; new directions. Survey of published literature Through reading literature, learn different applications to real problems; comment the papers critically and suggest ways for further study. Data-driven decision making Extract useful information out of a (large) database, and hence making appropriate decisions.

	Case analysis								
	Modelling a problem situation; using appropriate techniques to solve it; discuss the limitations of applying a certain model in various situations, and its implications when the situation changes slightly.								
Teaching/Learning Methodology	To examine the methodological debates and developments that are taking place, there will be lectures, directed reading and seminars: In examining published papers, students will make presentations based on reviews and analysis of the literature, and engage in discussion in seminar format. For case analysis, students will work individually and in groups, using appropriate computer software, solving the problems and writing brief reports.								
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intene be ass appro	ended subject learning ou assessed (Please tick as propriate)			outcom	ies to	
			а	b	с				
	Continuous Assessment	100 %	~	~	~				
	Total	100 %							
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:Student will learn how to deal with real life problems through case studies, in the form of group or individual work. They will be guided through discussions in class, and hence class participation is so important in this subject. Students' effort will be observed and assessed.								
Student Study Effort	Class contact:								
Expected	 Lectures 					26 Hrs.			
	Tutorials					13 Hrs.			
	Other student study effort:								
	 Prepare the cases analysis 					87 Hrs.			
	Total student study effort						126	ó Hrs.	
Reading List and	References								
References	Cases in Operations Management: Building Customer Value Through World- Class Operations (The Ivey Casebook Series) (2005), Sage Publications, Inc.								
	Yin, R.K. (2014), <i>Case Study Research: Design and Methods</i> , Sage Publishing Rohlfing, I. (2012), <i>Case Studies and Causal Inference</i> , Palgrave.						shing		
	Rajnikanth D. (ed.) (2009), Case Studies on Decision Making, IBS Case Development Centre.								

Chacko, G.K. (1993), Operations Research/Management Science: Case Studies in Decision Making under Structured Uncertainty, McGraw-Hill.
Journals
Interfaces
Journal of the Operational Research Society
European Journal of Operational Research
Management Science
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