



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Business Decision Making
LCMB7009

MODULE CODE:	LCMB7009
TITLE:	Business Decision Making
DATED:	13/06/2018
LEVEL:	7
CREDITS:	20
JACS CODE:	P100

AIM(S)

- To develop the critical understanding of the range of information systems prevalent in organisations and ethical considerations and issues involved during their introduction, management.
- To develop and improve the student's ability to critically analyse and evaluate managerial problems in a range of organisational contexts; to choose, apply, implement, communicate and defend appropriate solutions to Business Decision Making and Operations Management.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- demonstrate a comprehensive and systematic understanding of various quantitative models and approaches that exist in business decision-making and defend the appropriate decision-making tools and techniques, and apply to scenarios in operations management;
- provide effective advice on managing information resources through information systems and evaluate the factors and methodologies which are critical to the design and implementation of information systems.

INDICATIVE CONTENT

Over the course of this module, students will study the main issues in relation to business decision making and maximising use of information systems and resources through the analysis of case studies and current practice. Students will be applying relevant theory and will be encouraged to deal with decision making scenarios. Students will study the following:

- Evaluating the strategic role of Information systems and their contribution to the effective and efficient operation of organisations;
- The management of data resources and the role of the data warehouse;

- Assessing Enterprise Application Systems and integration and the use of knowledge Management Systems and Decision Support Systems;
- The designing of information Systems, approaches to, methodologies and considerations involved in systems building;
- Assessing the ethical and social impact of information systems;
- The concepts and principles of business decision making and operations research;
- The scientific approach to decision making - use of mathematical and computer modelling; the use of linear programming in decision making;
- The application of decision support modelling and computer software to problems in business, government, and other types of organisations;
- The value-added activity dedicated to improving the quality of the decision making process;
- General forecasting methods, including regression analysis;
- Capacity planning, break even and investment analysis;
- Decision making for Inventory Management, aggregate planning and Yield Management.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning		
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Individual report	One 3750 - 4500 word report	75%

Assessment Component 2 (Practical) - Presentation

Mode of assessment	Volume	Weighting
Group presentation	Presentation (20 minutes)	25%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	75%
Practical	25%
TOTAL	100%

READING LIST

Module Code	LCMB7009	
Module Title	Business Decision Making	
Classification	Reading List entry	Electronic*
Essential	Slack, N., Chambers, S. & Johnston, R. (2010) Operations Management. 5th Ed. Harlow, Prentice Hall	☒
Essential	Render, B. and Heize, J. R. (2006) Operations Management, 8th edition, Prentice Hall.	☒
Further	Brown, DeHayes et al. (2009) Managing Information Technology Sixth edition. Pearson	☒
Further	K.C Laudon and J.P Laudon (2007), Management Information Systems, 10th edition, Prentice Hall	☒
Further	Chaffey, D. (2006), Business Information Systems - Technology, Development and Management for the e-business, 3rd edition, Pitman Publishing	☒
Further	Hughes, B. Exploiting IT for Business Benefit British Computer Society 2008	☒