COURSE OUTLINE

1. General specifications

Module Title: Business Systems Analysis and Decision Support
Level: BSc (Hons) in Business Administration   **Credits** 15

Overview of the module:

The use of statistical information for the creation of business models and using these models to aid decision making is an important part of business. This module aims to extend the students' practice in qualitative and quantitative analysis in business, both to develop their base for diagnosis and as a contribution to the creation of a firm basis for decision making.

2. Module Delivery

Contents

CLASS SUBJECT
1. Information systems in contemporary business Required text: Management Information Systems, Chapter 1
2. Performing a case analysis Required text: Management Information Systems, The list of topics is given at the front endpapers.
3. Data sources Required text: Essential Quantitative Methods, Chapter 4
4. Descriptive analysis in decision making Required text: Essential Quantitative Methods, Chapter 5 & 6
5. Probability analysis in decision making

Required text: Essential Quantitative Methods, Chapter 7

6. Cause and effect: correlation and regression Required text: Essential Quantitative Methods, Chapter 11
7. Software generated information: financial analysis Required text: Essential Quantitative Methods, Chapter 3
8. Linear programming Required text: Essential Quantitative Methods, Chapter 14
9. Planning large projects – Network Analysis Required text: Essential Quantitative Methods Chapter 15
10. Material Management and Inventory Control (queuing model) Required text: Essential Quantitative Methods, Chapter 16
11. Multi-criteria Decision Problems Additional text: Essential Quantitative Methods, Chapter 13
12. Decision support systems and their applications Required text: Management Information Systems, Chapter 12

Indicative reading

Essential Textbook:
Laudon and Laudon (2007), Management Information
Systems: Managing the Digital Firm 10th Ed., Prentice Hall,
ISBN-10: 1405872764; ISBN-13: 978-1405872768

Oakshott (2007), Essential Quantitative Methods for Business, Management and Finance 3rd
Rev Ed., Palgrave
McMillan, ISBN-10: 1403949913; ISBN-13: 978-1403949912

3. Module Assessment

Module Learning Outcomes

On completion of this module the student should be able to:

Knowledge and understanding

1. Describe and substantiate all working assumptions made regarding the case
    problem(s), working hypotheses and data.

Intellectual Skills

1. Assemble, analyse and interpret both qualitative and quantitative data relating to a
    business situation using appropriate analytical procedures and models.
2. Generate and evaluate the expected outcomes of alternative solutions to case
    problem(s).

3. Formulate recommendations for actions and feedback on case problem(s).

Practical Skills

1. Formulate working hypotheses regarding the solution(s) to problems identified in case studies and present appropriate case reports.

Assessment Methods:

Number, Type and Weighting of Element:

Examination 55%

Assignment 35%

Discussion Forum Assessment 10%