MANNING SCHOOL OF BUSINESS
POMS.2010 Managerial Decision Making
Spring 2016
Section 203 – Tues/Thurs 9:30 – 10:45 am
Prof. Asha George, M.M.S., M.S.B.A.
Email: asha_george@uml.edu
Blackboard: http://continuinged.uml.edu/online

CATALOG DESCRIPTION:
Introduction to quantitative methods for analyzing business problems. Analytic methods include decision analysis, linear programming, queuing, and simulation. Applications address issues in areas such as marketing, production, finance, and logistics.

Prerequisites
49.211 Statistics I or 92.183 Introduction to Statistics or 92.283 Introduction to Statistics.

Place in BSBA Curriculum
This course is one of the foundation courses and is required of all business majors. According to the suggested schedule, it should be taken in the sophomore year.

Requirement for Graduation
Effective January 2003, the following minimum Grade Point Averages are required for graduation: 2.20 GPA for all Manning School of Business (6x.xxx) courses and 2.00 overall GPA.

Course Overview
Decision-making is crucial for managers in all types of organizations. While making decisions, managers attempt to choose the most effective course of action from a set of possible options to help attain the goals of the organization. This course covers tools and techniques to enable statistical and operational analyses. Such quantitative techniques help to facilitate decision-making when the factors that influence the decisions can be identified and quantified.

Course Objectives and Intended Learning Outcomes
In support of the Manning School of Business learning objectives, the primary objectives of the course are:
1. To develop the ability to apply quantitative decision-making tools to business problems and be able to identify when these tools are appropriate.
2. To develop the ability to effectively diagnose and solve problems using spreadsheet models.
3. To develop the ability to apply valid data and logical analysis to business decisions that may not have quantitative solutions.
4. To enhance oral and written communication skills in both interpersonal and group contexts.
To achieve these objectives, we will examine problems in a variety of environments and organizations. Through in-class exercises, quantitative problems, and case studies, students will learn about how quantitative analysis can be used to improve managerial decision-making.
REQUIRED TEXT:


COURSE STRUCTURE:
The class will be a combination of lectures and class activities. You are expected to read each assigned chapter/section and complete the homework prior to the lecture. Lectures will focus on highlights and difficult concepts in each chapter/section.

**Excel:** We will use Microsoft Excel extensively in this class. Microsoft Office is available as a free download for students. You can also access vLabs to use all software installed on lab computers. See links in Blackboard.

**Blackboard:** We will use the Blackboard course management system as a supplement to the classroom experience. The detailed course syllabus including course policies, attendance guidelines, Course Calendar, and Announcements will be available in BlackBoard. We will review these in class, but you must periodically (at least twice a week) refer to the same online for updates. We will also use Blackboard for quizzes, assignments, and grades.

**Materials to bring to class:** Textbook on days announced, loose sheet paper for solving problems, calculator, pen/pencil -- blue/black for writing, red for corrections.

EVALUATION:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Assignments – Homework and Classwork</td>
<td>15%</td>
</tr>
<tr>
<td>Class Participation &amp; Attendance</td>
<td>5%</td>
</tr>
<tr>
<td>Exam I</td>
<td>20%</td>
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<tr>
<td>Exam II</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
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**Quizzes & Examinations**
There will be out-of-class online quizzes and in-class written/online examinations in this course. Quizzes will focus primarily on concepts to help reinforce the learning; there will be a quiz for every chapter covered. Exams will include some concepts but will have more quantitative problems similar to the homework and classwork assignments.

**Assignments – Homework & Classwork**
You will also be required to complete assignments (homework and classwork) which involve solving quantitative problems by hand or using Excel. Details of these assignments will be provided in class and online. Bring all required materials to class so you can complete the classwork.

**Class Participation & Attendance**
Participating meaningfully and cooperatively during various class activities enriches the learning experience for all students and makes the course interesting and lively. Attendance on class meeting days is mandatory and will be recorded. You must be present and actively participate in class to get credit for any class activities/assignments.

**Note:** Evaluation items are subject to change at the discretion of the instructor.
COURSE POLICIES:

It is your responsibility to access the Blackboard system at least twice a week and check the announcements, and complete any other scheduled activities. Communication with your instructor is critical to help ensure your understanding of the material and successful completion of the coursework. It is your responsibility to contact me during the semester to discuss any difficulties that you may have in understanding or doing the coursework, in class attendance/punctuality requirements, or any course policies.

Students are expected to be familiar with, and adhere to, the ethical standards and guidelines promulgated by the University in the UML Student Catalog and applicable to all courses. Any situations involving plagiarism, cheating, or other incidences of misconduct will be handled in accordance with these standards and guidelines. Academic dishonesty includes both giving and receiving of work that is to be done individually, helping each other during exams and quizzes, or copying another student’s work. Both the giver and the recipient will be penalized in such cases. The University has an extensive policy online at http://www.uml.edu/catalog/undergraduate/policies/academic_dishonesty.htm

Classroom etiquette: Students will be expected to adhere to reasonable standards of common courtesy throughout all class sessions, and behave in a manner appropriate for the business environment you are preparing for. Some basic guidelines:

- Be respectful to one another and to your instructor.
- As you would be expected to do in your professional life, please arrive on time and ready to work. Avoid walking in and out of the classroom during the class session.
- Please do not eat in the classroom or the computer lab.

While general informality is encouraged, please note that making unrelated/unsubstantiated comments, talking incessantly to those around you, the use of cell phones (and other electronic gadgets) or social media, and other disruptive/distracting behavior disturb the flow of the class and will take away from your learning experience. Also read note on Digital Etiquette (available on Blackboard).

Academic Accommodations

Students who feel they may need a disability-based accommodation should contact the instructor privately and in a timely fashion to discuss their specific needs. Students must also contact Disability Services at 978-934-4574, University Crossing, Suite 300, to coordinate reasonable academic accommodations.

Please review and familiarize yourself with the complete course policies available online.

ABOUT YOUR INSTRUCTOR:

I have a Master of Science Degree in Business Administration with specialization in Information Technology from Temple University. I also have a Master’s Degree in Management Studies and Bachelor’s Degree in Science (Statistics) from India and worked for several years in industry in India. I am also a Microsoft Certified Professional. Prior to joining UMass Lowell as adjunct instructor in 2006, I worked full-time as CIS Instructor at Savannah State University, Savannah, Georgia. I have co-authored research articles and my main research interests are in teaching & learning, and technology related topics.
# COURSE CALENDAR

<table>
<thead>
<tr>
<th>DATES</th>
<th>Readings</th>
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<tbody>
<tr>
<td>01/19</td>
<td>Course Introduction</td>
</tr>
<tr>
<td>01/21, 01/26</td>
<td>Chapter 1: Introduction to Quantitative Analysis</td>
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<td>Introduction to Excel statistical functions and QM add-on</td>
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<td>01/28, 02/02, 02/04</td>
<td>Chapter 2: Probability Concepts &amp; Applications</td>
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<td>02/09, 02/11, 02/18</td>
<td>Chapter 3: Decision Analysis</td>
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<td>02/23</td>
<td>Exam I</td>
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<td>02/25, 03/01, 03/03, 03/08</td>
<td>Chapter 4: Regression Models</td>
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<td>03/10, 03/22, 03/24, 03/29</td>
<td>Chapter 5: Forecasting</td>
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<td>03/31</td>
<td>Exam II</td>
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<tr>
<td>04/05, 04/07, 04/12</td>
<td>Chapter 7: Linear Programming Models</td>
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<td>04/14, 04/19, 04/21</td>
<td>Chapter 8: Linear Programming Applications</td>
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<tr>
<td>04/26, 04/28</td>
<td>Chapter 14: Simulation Modeling</td>
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<tr>
<td>05/02-05/07</td>
<td>Final Exam (exact date will be available in SIS and announced in class)</td>
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**Note:** Assignments (Classwork and Homework), and Due Dates for Online Quizzes will be announced in class and on Blackboard.

*This schedule is subject to change at the discretion of the instructor. All changes will be announced in class and online.*

**Some important dates:**
1. February 1 – Last day to withdraw without record
2. February 16 – NO CLASS – Monday schedule
3. March 14-18 – Spring Break
4. April 4 – Advising Period begins
5. April 6 – Last day to withdraw with “W”
6. April 12 – Enrollment for Fall 2016 begins

Blackboard: [http://continuinged.uml.edu/online](http://continuinged.uml.edu/online) (*Please register for access to Blackboard*)