

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York

Business Management Department

Title of Course: Managerial Decision Making (BUS 220)

Semester: Spring 2016
Class Hours: 3/ Credits: 3

Professor Name:

Tel #: 212-220-8205

Office: F730

Office Hours: _____

Course Description - This course is designed to develop the student's ability to make decisions as a manager. Cases are used to present the student with a variety of management problems. Students participate in oral and written case analysis which requires identification of the problem, proposal of alternative solutions to it, and the choice of one solution based on criteria of profitability and productivity. Students also participate in a management simulation game. Prerequisite: BUS 210.

Prerequisite - Students must have passed BUS 210.

Course Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
1. Use and interpret a <i>decision tree</i> .	Class discussion, assignment.
2. Know when to apply <i>yield management</i> concepts.	Class discussion, Excel assignment, and case project
3. Understand <i>optimization</i> technique and draw conclusion from the result.	Class discussion, Excel assignment, and case project
4. Participation in the group experience of case analysis	Case Project
5. Sharpen MS Office skills	Class discussion, assignment and case project.

Below are the college's general education goals. The goals that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

General Education Goals	Measurements (means of assessment for general education goals listed in first column)
<input checked="" type="checkbox"/> Communication Skills – Students will write, read, listen and speak critically and effectively	Measured via written assignments and class presentations.
<input checked="" type="checkbox"/> Quantitative Reasoning – Students will use quantitative skills and the concepts and methods of mathematics to solve problems	Extensive use of mathematics and statistics in topics such as yield management, linear programming, and forecasting decisions
<input checked="" type="checkbox"/> Scientific Reasoning – Students will understand and apply the concepts and methods of the natural sciences.	Extensive use of reasoning in decision trees and project management.
<input type="checkbox"/> Social and Behavioral Sciences – Students will understand and apply the concepts and	Nothing directly

methods of the social sciences.	
Arts & Humanities – Students will develop <input type="checkbox"/> knowledge and understanding of the arts and literature.	Nothing directly
Information & Technology Literacy – Students <input checked="" type="checkbox"/> will collect, evaluate and interpret information and effectively use information technologies.	Measured by assignments that require students to use MS Office application (Word, Excel, Power Point)

Required Text & Readings

Buller, Paul F., and Schuler, Randall S. 2006. *Managing Organizations and People Modular Edition.*, Cengage Learning. ISBM: 0324314574

Evaluation & Requirements of Students

A : 95% and above	A-: 90% – 94%	B+:87% – 89%	B : 84% – 86%
B- : 80% – 83%	C+: 77% – 80%	C : 74% – 78%	C- : 70% – 73%
D+: 67% - 69%	D : 64% – 66%	D-: 60% – 63%	F : Below 60%

The instructor may revise this grading pattern.

College Attendance and Lateness Policy

At BMCC, if you do not attend class at least once in the first weeks of the semester, the instructor is required to assign a grade of “WN” Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the schedule start time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence. The Department policy is that two (2) lateness will count as one absence. The maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility (ROOM N360; TELEPHONE # 212-220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else’s ideas, words or artistic, scientific, or technical work as one’s own creation. A student who copies or paraphrases published or on-line material, or another person’s research, without properly identifying the source(s) is committing plagiarism. Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism students should consult with their instructors about when and how to document their sources. The library has also both print and digital guides designed to help students cite sources correctly. Plagiarism carries a range of penalties commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.

Session	Date	Topic / Event
1	09/01/2015	Introduction – Steps of problem solving Decision making environment – under uncertainty & under risk
2	09/08/2015	Decision under risk – Decision tree Team assembled
3	09/25/2015	Decision under risk – Yield management (Excel) Case discussion: 01. Custom Chip, Inc. Decision tree assignment due and Case presentation assigned
4	09/28/2015	Decision under risk – Yield management (Excel) Case discussion: 03. The Marketing Campaign at ChemCorp.
5	10/06/2015	Decision under certainty – Linear programming: Product Mix (Excel) Review: SWOT – 5 Forces and Industry Life Cycle Yield management assignment due
6	10/13/2015	Decision under certainty – Linear programming: Product Mix (Excel) Review: SWOT – Value Chain and Building Block of Competitive Adv.
7	10/20/2015	Decision under certainty – Linear programming: Percentage (Excel) Case discussion 07. American Express Linear programming product mix assignment due
8	10/27/2015	Decision under certainty – Linear programming: Scheduling (Excel) Case discussion 13. Riding the Rollercoaster of Entrepreneurship
9	11/03/2015	Decision under certainty – Linear programming: Transportation (Excel) Review: Organization Development (Structure and implementation) Linear programming scheduling assignment due
10	11/10/2015	Decision under certainty – Linear programming: Transportation (Excel) Case discussion 14. The Plaza Inn
11	11/17/2015	Case discussion 17. Sunday at el Tech Case discussion 40. How to motivate Fred Maiorino? Linear programming transportation assignment due
12	11/24/2015	Case discussion 43 Southwest Airlines: Can Luv Rule the World? Presentation Case 02 (Dick Spencer) AND Presentation Case 04 (Traveler Import Cars, Inc.)
13	12/01/2015	Presentation Case 11 (The Boston YWCA 1991) AND Presentation 15 (Dowling Flexible Metals) AND Presentation 16 (Microsoft: Adapting to New Challenges)
14	12/08/2015	Presentation 18 (The ZX Software Development Group: Santa Cruz) AND Presentation 41 (The Kriendler Executive Dining Room) AND Presentation 42 (Nordstorm) Peer evaluations (10 minutes) Class project due