



Decision Making

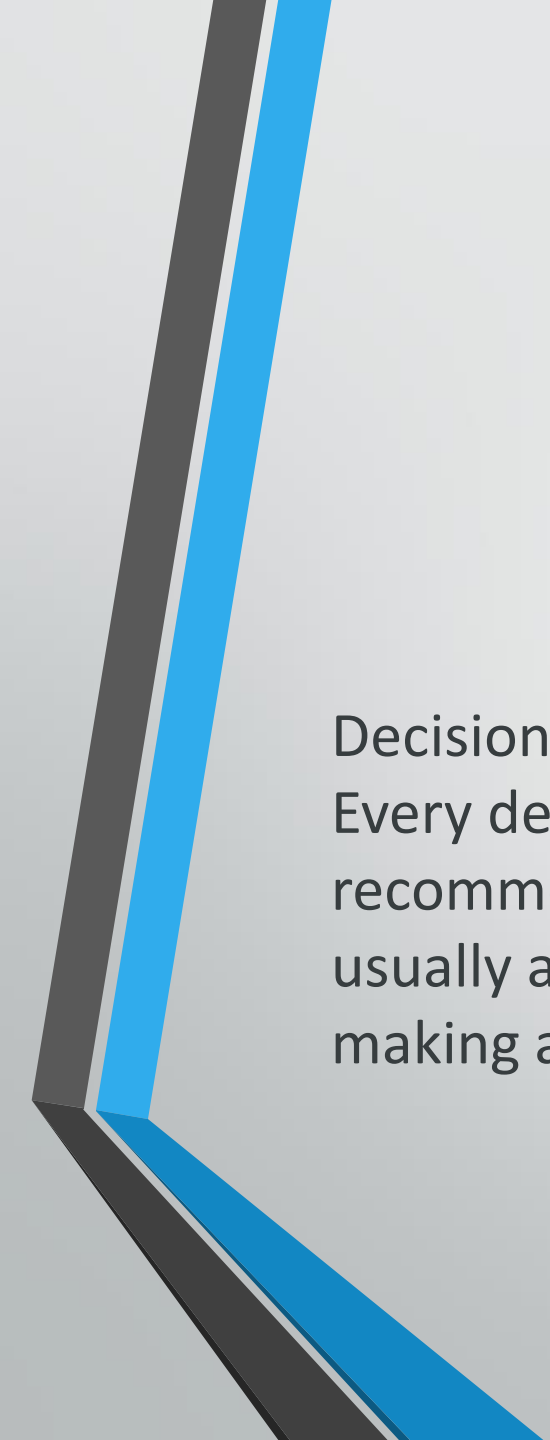
Presented By-

Priya Sharma

Assistant Professor

Graduate School of Business

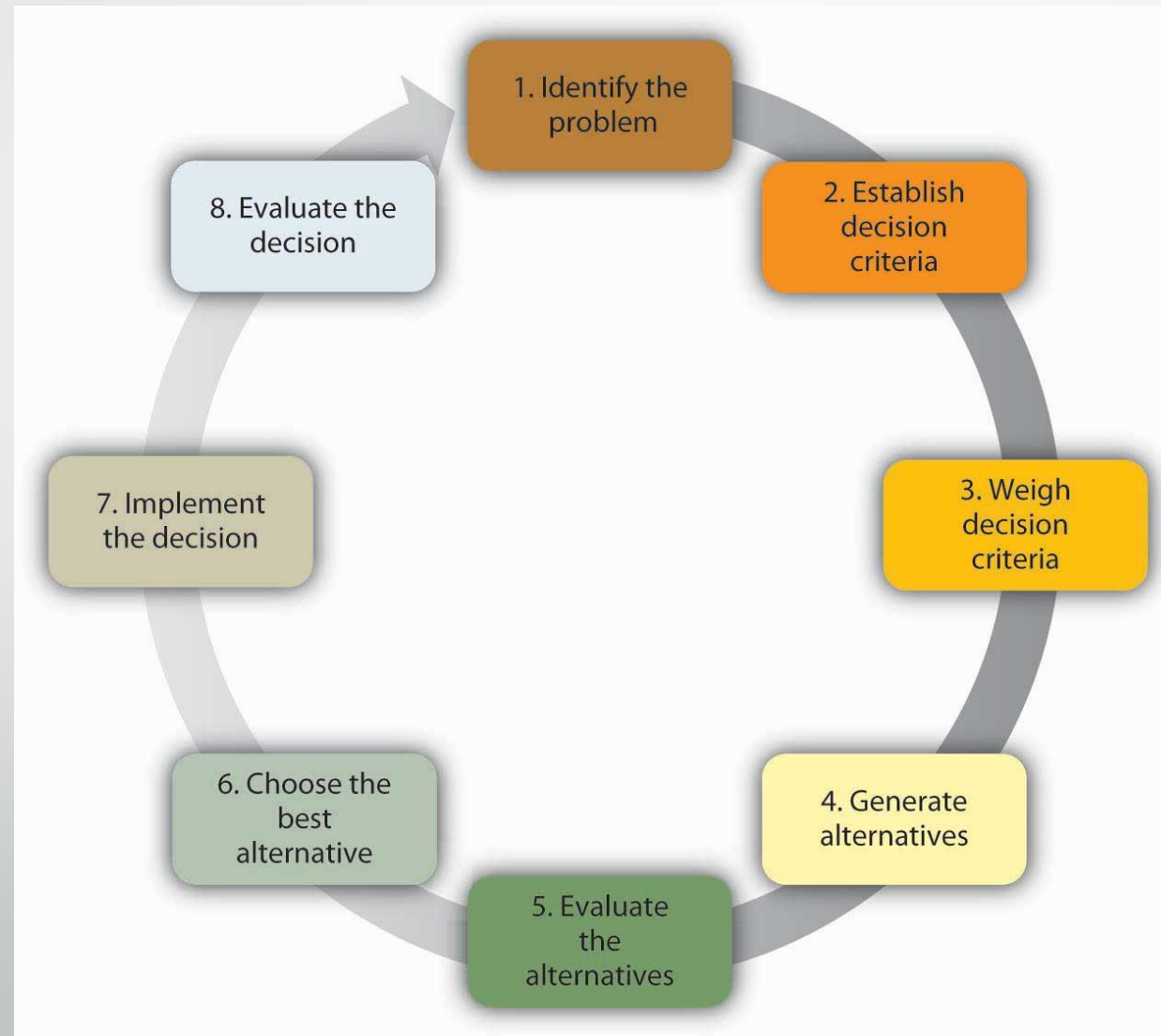
Tula's Institute, Dehradun



Decision Making

Decision making is the mental process of choosing from a set of alternatives. Every decision-making process produces an outcome that might be an action, a recommendation, or an opinion. Since doing nothing or remaining neutral is usually among the set of options one chooses from, selecting that course is also making a decision.

Process of Decision Making



Types of Decisions

Programmed Decisions

- These are routine and are repetitive.
- It requires less time.

Non-programmed Decisions

- These are typically one-shot decisions that are usually less structured than programmed.
- And unlike programmed decisions, these are mostly long-term.



Types of decision making

- **Programmed and Non-Programmed Decisions**
- **Operational and Strategic Decisions**

Reference Books

- L. M. Prasad - Principles and Practices of Management