

# Decision Making Process

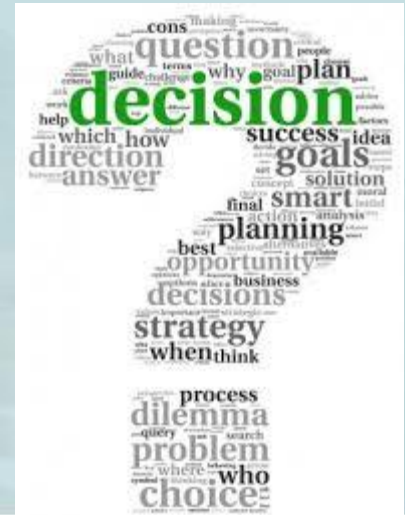
Unit 1 continued..



# Decision Making

Decision making can be defined as the \*cognitive process which results in the selection of a course of action among several alternative scenarios. This selection is based on the values, preferences and beliefs of the decision-maker.

**\*Cognition** is "the mental action or process of acquiring knowledge and understanding through thought, experience, and the senses". It encompasses processes such as knowledge, attention, memory and working memory, judgment and evaluation, reasoning and "computation", problem solving and decision making, comprehension and production of language. Human cognition is conscious and unconscious, concrete or abstract, as well as intuitive (like knowledge of a language) and conceptual (like a model of a language). Cognitive processes use existing knowledge and generate new knowledge. : *Source- Wikipedia*

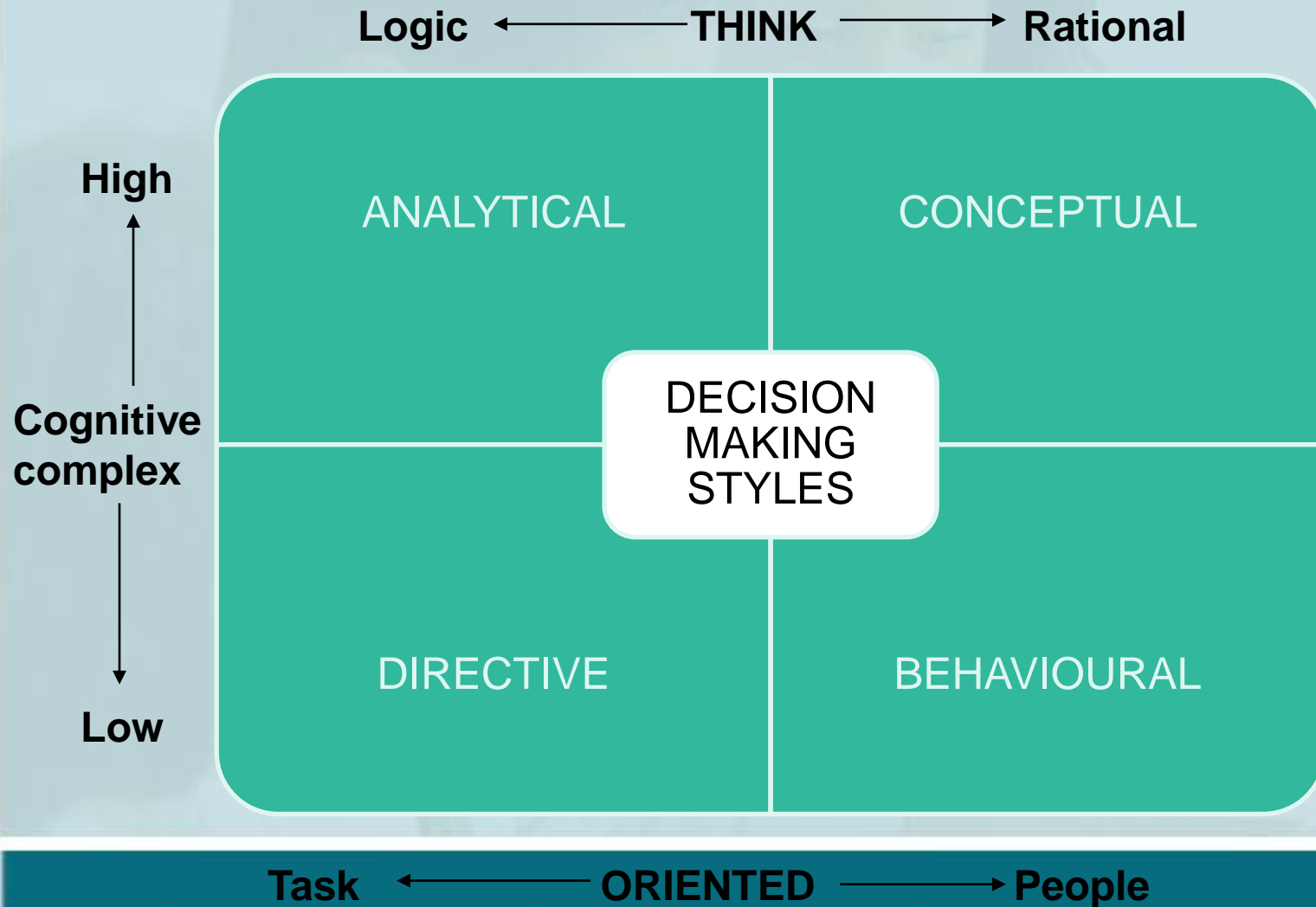


# Decision Making Styles



- **Directive Style**- Strong need of power. Autocratic. Acts rapidly. Trust own senses . Focus on short term scenarios
- **Analytic Style** – Strong need of Achievement. Form of Accepting challenges. Detailed and information oriented
- **Conceptual Style**- Strong need of achievement. Form of acknowledgement. Creative solution. Humanistic. Focus on long term scenarios
- **Behavioral Style**- Strong need of relationship. Emphatic and supportive. Avoid conflicts. Uses intuition rather than data

## Decision Making Styles



# Typology of Decisions

**1. Define the problem**

**2. Analyzing the problem**

**3. Developing alternative solutions**

**4. Selecting the best type of alternative**

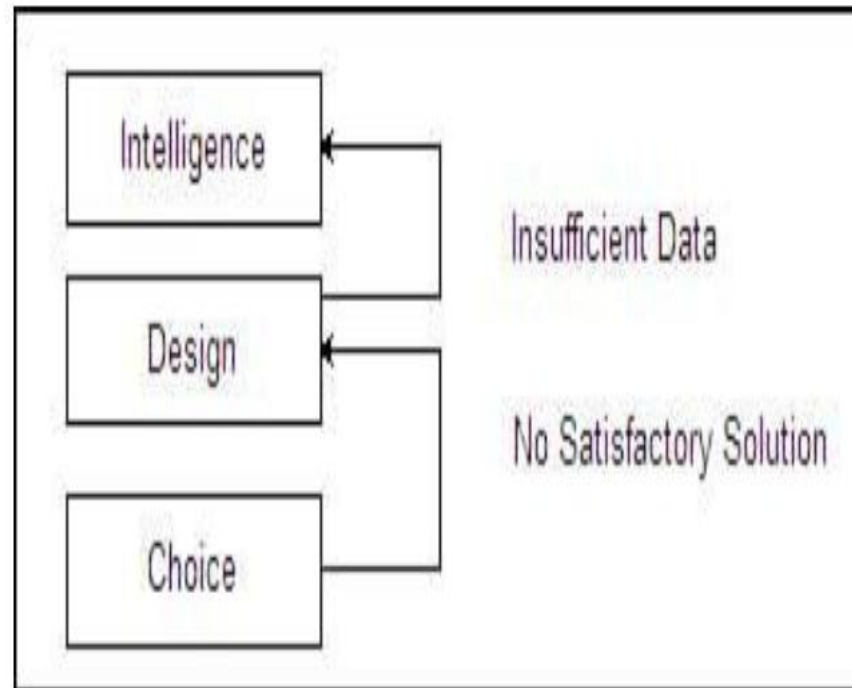
**5. Implementation of the decision**

**6. Follow up**

**7. Monitoring and feedback**

# HERBERT SIMON'S MODEL

The figure given below depicts Simon's decision-making model clearly.



# Extensions to Simon's Model

- **Implementation**

The decision that is ultimately carried out.

- **Review**

In this phase, decision implemented is evaluated. Was the course of action taken a good choice?

# Information Concepts

What is Information??





# Types of Information

- **Primary**

Original material that has not been interpreted or analyzed.

**Examples:** *Statistics, Research articles, Blogs, Websites*

- **Secondary**

Created from primary material, interpreting original material.

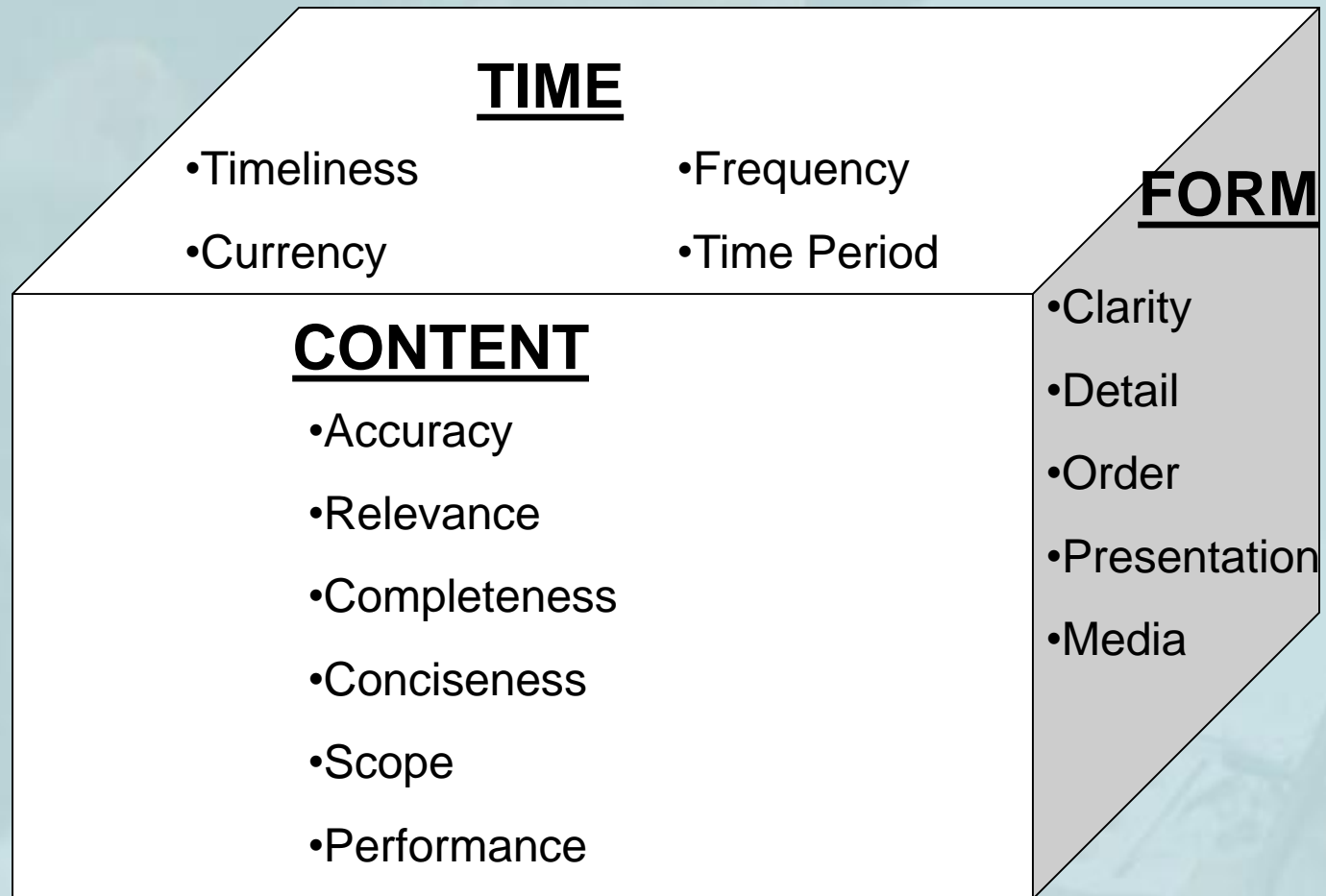
**Examples:** *Textbooks, Review articles*

- **Tertiary**

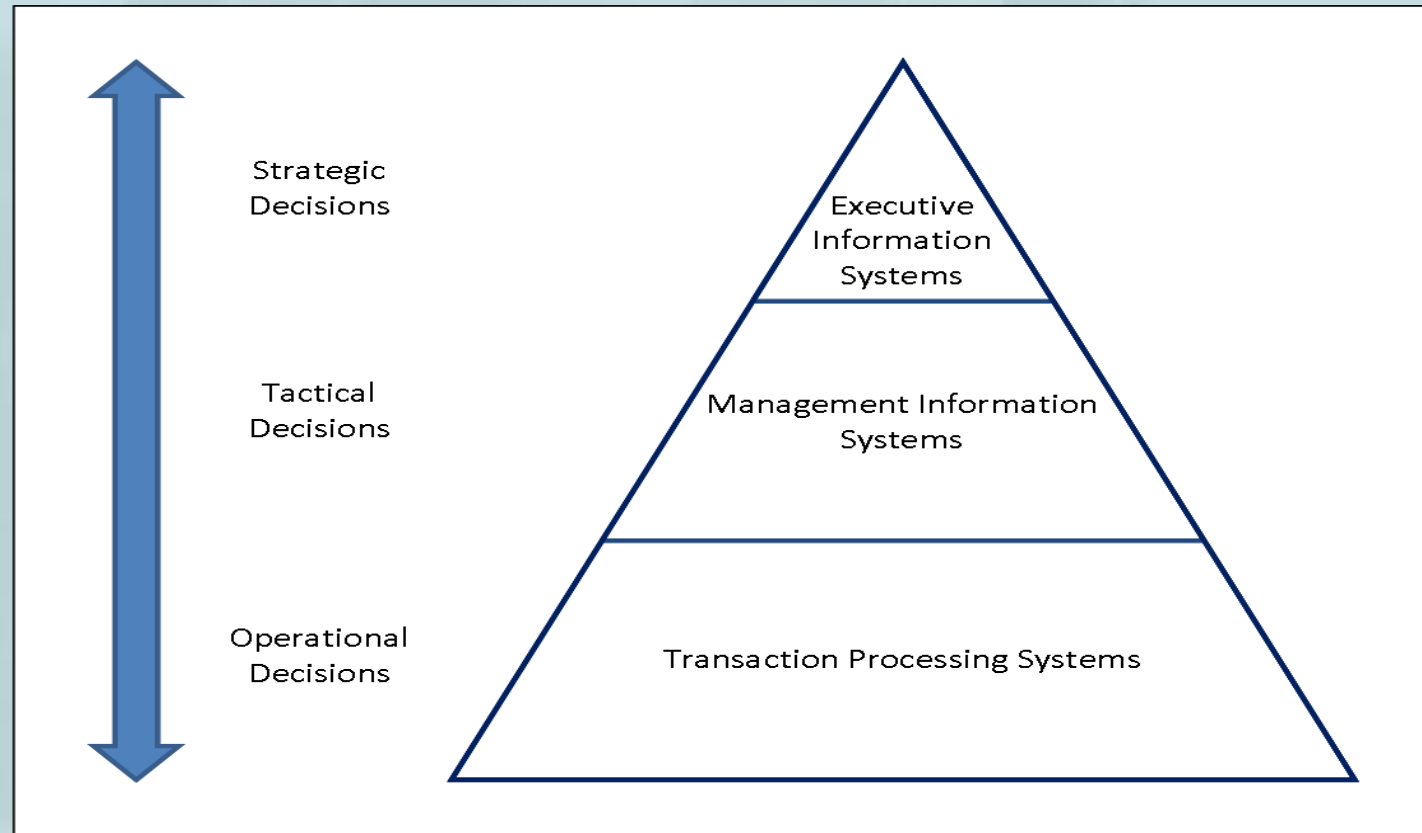
Acts as a tool in understanding and locating information

**Examples:** *Databases, Subject Gateways, Dictionaries, Bibliographies*

# Quality of Information



# Information Needs at different Levels of Management



# Types of Information System at different levels

