**TBANLT 550 – Analytical Decision Making**

**Decision Making Lightening Talks**

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |

**ASSIGNMENT**

This project asks you identify where you are most likely to use the methods of this course to analyze a business decision problem. This analysis will be done individually. Examples of some business decision areas include process improvement or re-engineering, facility siting, new ventures, new products/services, acquisitions, divestments, capital expenditures, lease-buy, make-buy, personnel planning, technology choice, and research/development planning, but you should feel free to entertain any area of your personal or professional life.

**SPECIFIC REQUIREMENTS**

The presentation must identify the use at least one of the decision analysis methods that we are covering in class. The decision problem you present must have (1) multiple alternatives (at least three would be best), (2) a decision mechanism and (3) uncertainty about some important element of the decision.

There is one deliverables: an oral lightening talk. You will record this on Zoom, and upload the file to Canvas.

**Final Presentation:** The final presentation should include this information:

1. *Problem Statement*: Overview of the decision problem and the major considerations in analyzing it.
2. *Evaluation Methods and Evaluation Measures*: Discuss the evaluation method that you chose, and why you chose it. Describe the evaluation measures you are choosing to make the final evaluation of your alternatives.
3. *Decision Alternatives*: Describe the final set of alternatives used in the decision analysis.
4. *Figural Model of Decision Process:* You should create an include a figure of the problem you are modeling. This figure should resemble, but not be an exact replica, of the modeling mechanism you are incorporating into your final assessment.
5. *Scenarios*: Present scenarios used to analyze the impact of uncertainties.
6. *Next Steps*: Identify what data you would need, and what obstacles you might face in building a dataset to use to make a final decision.

The primary basis for grading the final presentation is the degree to which the work, as presented in the presentation, is complete, accurate, and defensible. Clarity and accuracy of presentation are graded to the extent these make it difficult to judge the quality of the analysis. Examples of common problems in the presentation include 1) failure to include the required information as listed above, 2) failure to follow the specified outline, 3) failure to present broad analytical skills.

The oral presentations should be self-contained and directed at someone who understands the material presented in this course. Examples of common problems in presentations include 1) failure to present key elements of the analysis, 2) lack of coordination between the spoken presentation and the visual aids, and 3) inclusion of so much material in the visual aids that the listener cannot absorb this material in the available time.