



University of Pretoria Yearbook 2021

Analytical decision-making 785 (OBS 785)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	15.00
NQF Level	08
Programmes	BComHons Business Management PGDip Tourism Management
Prerequisites	OBS 310 and OBS 320
Contact time	5 block weeks of 3 hours each
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

The module aims to inform future managers, consultants, and advisors on the psychological processes and biases underlying the decisions made by customers, competitors, colleagues, and themselves, with emphasis on how to incorporate such insights into business. This course will provide new insights into a personal approach to decision-making and enable the development of thinking and influencing skills required for effective strategic decisions, especially when faced with complex or ambiguous situations. Business analytics is covered within the context of decision-making. In addition, an applied decision-making aspect will focus on mastering quantitative modelling tools and techniques for business decision-making and deterministic optimisation techniques.

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