SBM1108 Business Decision Analysis

Unit description

SBM1108 Business Decision Analysis aims to equip students with the necessary skills and concepts in qualitative and quantitative methods that need to be applied in business decision making. This unit will introduce students to modelling and decision analysis skills that are required for business problems related to projects.

This unit is an elective unit in the MBPM and MBA programs.

Learning outcomes

On successful completion of this unit, students will be able to:

[ULO1] Demonstrate knowledge and competency in conceptualising, formulating a business problem or opportunity as a decision model.
[ULO2] Demonstrate knowledge and competency in identifying potential alternative solutions for a business problem.
[ULO3] Analyse and clarify objectives and develop performance matrices.
[ULO4] Apply decision-making techniques such as forecasting, optimisation, and regression.
[ULO5] Develop business decision models using software tools and perform sensitivity analysis.

Sydney Campus
1-3 Fitzwilliam Street,
Parramatta NSW 2150
Ph:+61 2 8319 2100

Melbourne Campus
399 Lonsdale Street,
Melbourne, VIC 3000
Ph:+61 3 7035 5300

www.apicollege.edu.au
CRICOS Provider n°: 03048D
PRV12007

Summary

Credit Points	6
Courses	MBPM, MBA
Total Credit Points	MBPM: 69 credit points; MBA: 69 credit points
Pre-Requisites	nil
Co-Requisites	nil
Other Requirements	nil
Unit Level	Elective
Duration	One semester
Mode of Delivery	On-campus face-to-face, online
Assessment	Quiz: 10% Debate: 15%; Applied project: 35%; Examination: 40%
Prescribed Textbook	Sweeney, D. J., Williams, T. A., Camm, J. D., Cochran, J. L., Fry, M.J. & Ohlmann, J.W. (2015), Quantitative Methods for Business, Stamford: Cengage Learning.
Expected student workload	Four hours timetabled classes and four hours personal study

Sydney Campus
1-3 Fitzwilliam Street,
Parramatta NSW 2150
Ph:+61 2 8319 2100

Melbourne Campus
399 Lonsdale Street,
Melbourne, VIC 3000
Ph:+61 3 7035 5300

www.apicollege.edu.au
CRICOS Provider nº: 03048D
PRV12007