Courses in English
Course Description

Department
09 Engineering and Management

Course title
Management Decision Making Supported by Data Analysis

Hours per week (SWS)
3

Number of ECTS credits
4

Course objective
Students will:
1. Be given an overview of the general factors that may influence decision-making processes in business and industry.
2. Understand the contribution of data analysis to management decisions.
3. Be able to identify data relevant to decision making and apply statistic tools to obtain a detailed analysis.
4. Be able to present their quantitative results convincingly in English.

Prerequisites
Basic knowledge of statistics and Excel
Priority to exchange students that are enrolled at the department of Engineering and Management!

Recommended reading

Teaching methods
Computer lab (data analysis with EXCEL and MINITAB); simulation of meetings in small groups; discussion of case studies with corresponding business roles; presentations and discussions will be video-recorded.

Assessment methods
Project work

Language of instruction
English

Name of lecturer
Prof. Dr. Markus A.J. Mauerer

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Link
http://w3wi-n.hm.edu/dozenten/mauerer/index.de.html

Course content
Case studies on various business functions: management, marketing, production.
Identification of the appropriate measures that are crucial for decision making.
Introduction to decision models.
Extraction and evaluation of appropriate key indices in EXCEL and MINITAB.
Questions to ask during a presentation of data in order to influence decision making.
Layout of diagrams in order to influence decision making.
Soft skills are trained by means of video analyses of discussions and presentations.

Remarks