



# University of Pretoria Yearbook 2021

## Analytical decision-making 785 (OBS 785)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	15.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Business Management</a> <a href="#">PGDip Tourism Management</a>
<b>Prerequisites</b>	OBS 310 and OBS 320
<b>Contact time</b>	5 block weeks of 3 hours each
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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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