

COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
VAV5018	C	6	2012 04 01	

Course type	Compulsory
Course level	Master (postgraduate) level
Semester the course is delivered	1
Study form	Face-to-face

Course title in English

MANAGEMENT AND BUSINESS DECISIONS

Course title in Lithuanian

VADYBA IR VERSLO SPRENDIMAI

Short course annotation in Lithuanian (up to 500 symbols)

Šio kurso tikslas yra supažindinti studentus su verslo valdymo ir sprendimų priėmimo metodais ir modeliais. Šis kursas suteikia studentams žinių apie (socialiai atsakingą) ūkinę veiklą pasaulinės konkurencijos aplinkoje. Skirtingas vadybos ir verslo sprendimų priėmimo teorijas bus nagrinejamas, pritaikant jos didelių ir mažų imonių verslo analizei.

Dalykas fokusuojasi į informacinių ir ryšių technologijų (IRT) vaidmenį įmonės ir ekonomikos kontekste: įmonės duomenų panaudojimas strateginių sprendimų priimimui ("Business Intelligence"), IRT sukeltas verslo optimizavimas, IRT sukeltas konkurencingo pranašumo didinimas, it.

Short course annotation in English (up to 500 symbols)

The purpose of this course is to introduce students to approaches and frameworks for business management and decision making. This course will give the students knowledge on (socially responsible) business operation in the global competitive environment. Different theoretical frameworks for business decision making and management will be examined and applied in the context of large and small companies.

A substantial part of the course will focus on the role of information and communication technologies (ICT) in business development: from using of company data for strategic decision making (aka "business intelligence") to business optimization (aka " ICT induced transformation"), ICT-based competitive advantage, etc.

Prerequisites for entering the course

none

Course aim

The aim of this course is to introduce students to approaches and frameworks for business management and decision making, with a special attention paid to ICT-supported management and the role of ICT in organizational management.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
4. to integrate knowledge for solving multifaceted problems on national and international level undertaking socially responsible decisions. 5. to present summarized data, findings, conclusions of the research to professional and non professional audience.	Students understand what is case analysis and how to work with case studies	Students can explain how to do case analysis
	Students can distinguish and describe different theoretical frameworks for business management and decision making analyses	Students can distinguish and describe not less than half of the introduced theoretical frameworks for business management and decision making analyses
	Students understand what is business process and its components	Students can explain what is a business process and what are its essential components and characteristics

	Students can distinguish and describe different types of data analytics (different applications of business intelligence)	Students can distinguish and describe at least half of the introduced types of data analytics (different applications of business intelligence)
	Students can distinguish and describe different types of IT-induced business optimization levels	Students can distinguish and describe at least half of the introduced types of IT-induced business optimization levels
	Students can distinguish and describe different types of IT-based sourced of competitive advantage	Students can distinguish and describe at least half of the introduced types IT-based sourced of competitive advantage
	Students understand what are the (IT-related) management implications for companies operating in the global environment	Students can explain what are the (IT-related) management implications for companies operating in the global environment

Link between course outcomes and content

Course outcomes	Content (topics)
Students understand what is case analysis and how to work with case studies	Introduction to the course
	Introduction to case study method
Students can distinguish and describe different theoretical frameworks for business management and decision making analyses	Theoretical frameworks for business management and decision making analyses
Students understand what is a business process and its components	Business processes and routines
Students can distinguish and describe different types of IT-induced business optimization levels	IT-induced business optimization
Students can distinguish and describe different types of IT-based sourced of competitive advantage	IT-based sources of competitive advantage
Students can distinguish and describe different types of data analytics (different applications of business intelligence)	Company data and analytics: business intelligence
Students understand what are the (IT-related) management implications for companies operating in the global environment	The global business environment
	IT-tools for business management
	IT-related implications for management and decision making

Study methods

<p><i>Teaching methods:</i> visual presentation of information (explanation, illustration); lecture-based case analysis; formulation and explanation of problem-based examples and questions; moderation of discussions; moderation of case studies; consultations.</p> <p><i>Learning methods:</i> discussions; analysis of problem-based examples and questions; consultations; practical tasks; analysis of written cases and examples; group discussion on seminar tasks; collective student work while preparing a group presentation; oral self-reflection; independent student work: search and analysis of information in educational literature, periodicals, statistical documents, etc.</p>
--

Methods of learning achievement assessment

Written assessment (during colloquium and examination); assessment of case analysis and oral presentation; assessment of independent teamwork and its final oral presentation.
--

Distribution of workload for students

Lectures and case studies– 30 hrs.
 Seminars and case studies – 15 hrs.
 Team work (including that using IT) – 15 hrs.
 Independent student work (*for a student to prepare for lectures, seminars, case studies, read reference materials independently, prepare an oral and written group presentation; prepare for the colloquium and examination*)– 160 hrs.

Structure of cumulative grade

Colloquium – 20%.
 Seminar tasks and case analysis – 30%.
 Examination - 50 %.

Recommended literature

No.	Public ation year	Authors of publication and title	Publishing house	Number of copies in	
				University library	Self-study rooms
Compulsory literature					
1.	2009	McKeown, P. "Information technology and the networked economy"	GlobalText Project	Free online access at: www.globaltext.org	
2.	2010	John Gallaugher, "Information Systems: A Manager's Guide to Harnessing Technology"	FlatWorld Knowledge	Free online access at: http://catalog.flatworldknowledge.com/catalog/editions/2206	
3.	2011	Ronald G. Ross and Gladys S.W. Lam. "Building Business Solutions: Business Analysis with Business Rules"		1	
4.	2007	Michael J. North and Charles M. Macal. "Managing Business Complexity: Discovering Strategic Solutions with Agent-Based Modeling and Simulation"		1	
5.	2011	Karl E. Weick, Kathleen M. Sutcliffe. "Managing the Unexpected: Resilient Performance in an Age of Uncertainty"	Jossey-Bass	1	
6.	2009	Steven Sinofsky and Marco Iansiti. "One Strategy: Organization, Planning, and Decision Making"	Wiley	1	
Supplementary literature					
1.	2013	Ross Gittell, Matt Magnusson, and Michael Merenda. "The Sustainable Business Case Book"	FlatWorld Knowledge	Accessible at: http://catalog.flatworldknowledge.com/bookhub/reader/3157#	
2.	2003	Applegate, L.M., Austin, R.D. & McFarlan, F.W. "Corporate Information Strategy and Management"	McGraw-Hill		
3.	2010	Turban, et. al. "Business Intelligence, A Managerial Approach"	Prentice Hall		
4.	2008	Asterios G. Kefalas. "Global Business Strategy: A Systems Approach"	GlobalText Project	Free online access at: www.globaltext.org	
5.	2009	Roland Bouman and Jos van Dongen. "Pentaho Solutions: Business Intelligence and Data Warehousing with Pentaho and MySQL"		1	
6.	2008	Robertas Jucevičius, Zita Monkevičienė, Egidijus Rybakovas.	KTU leidykla "Technologija"	Accessible at: DOI10.5755/e01.97	

		“Žinių organizacijos strateginis valdymas”	”	86090204726	
7.	2008	Arvydas Juodis, Petras Oržekauskas. “Verslo procesų valdymo sprendimai”	KTU leidykla "Technologija "	Accessible at: DOI 10.5755/e01.97860 90204801	

Course description designed by

Prof. dr. Vladislav V. Fomin, Faculty of Informatics