

- A Course to Consider for Fall 2006 -

BUDT 758C: Multi-Criteria and Group Decision Making

When: Fall 2006, Tues/Thurs 3:30 - 4:45 pm

Location: (TBA)

Instructor: Dr. Bruce Golden (Email: bgolden@rhsmith.umd.edu)

Course Objectives

- Making decisions (as an individual) involving a single criterion is hard enough. But, most real-world decisions involve more than one criterion and many are made by a team or group. The key objective of this course is to introduce the student to business analytic models and software for real-world decision making, with an emphasis on applications.
- Build upon material covered in BUSI 620.
- Serve as preparation for other management science/business analytics courses offered in the Smith School.

Target Audience

- MBA students with an undergrad degree in a quantitative discipline.
- MBA students who enjoyed BUSI 620.
- MBA students interested in finance, accounting, logistics, or quantitative marketing.

Course Topics

- Utility theory
- Decision trees
- Decision matrix
- The Analytic Hierarchy Process (AHP)
- Group dynamics
- Visualization tools
- Readings and Case Studies

Software Packages

- Expert Choice
- Viscovery

Course Requirements

- Regular homework assignments
- Classroom participation
- Individual project
- Team project

Special Features

- Panel discussion by leading practitioners from nearby
- Leading experts will speak in class
- Team Project Poster Session
- Prizes to members of winning team

About the Professor

Bruce Golden received his undergraduate degree in mathematics from the University of Pennsylvania and his masters and doctoral degrees from the Massachusetts Institute of Technology. He joined the faculty of the University of Maryland Business School in 1976 and served as a Department Chairman from 1980 to 1996. Currently, he is the France-Merrick Chair in Management Science in the Robert H. Smith School of Business at the University of Maryland. His research interests include heuristic search, combinatorial optimization, networks, and applied operations research. Bruce has received numerous awards, including the Thomas L. Saaty Prize (1994 and 2005), the University of Maryland Distinguished Scholar-Teacher Award (2000), the INFORMS Award for the Teaching of OR/MS Practice (2003), and the INFORMS Computing Society Prize (2005). He was named an INFORMS Fellow in 2004. Since 1999,

Bruce has served as Editor-in-Chief of *NETWORKS*. Before that, he was Editor-in-Chief of the *INFORMS Journal on Computing*.

In addition, he has received numerous contracts and grants, has consulted for a wide variety of organizations, and has served on the Board of Directors of several high-tech companies based in Maryland. In 1980, he founded a management consulting company with several colleagues. The focus was on business logistics. Clients included IBM, UPS, the U.S. Postal Service, the U.S. Air Force, the U.S. Army, Federal Express, Toyota, DuPont, and many others. In the late 1980's, Bruce co-founded a second company, specializing in the design and sales of vehicle routing software. He and his partners successfully grew these companies and sold them in late 1998. The surviving company is RouteSmart Technologies, Inc.