Decision Analysis A
Teaching guide 2025-26

OUTLINE

Brief description:

This subject has two main objectives. The first objective is that the student learns to collect and use the necessary quantitative information for decision making. On the other hand, it is intended that students become familiar with the ways of making decisions by integrating qualitative information and that from quantitative analysis.

- **Degree**: Bachelor in Business Administration
- **Module in the Degree Program**: 3. Métodos cuantitativos; 3.1. Métodos cuantitativos
- **Number of credits**: 3 ECTS
- **Year**: 4º, eighth
- **Type of course**: Required
- **Academic year:** 2025–26
- **Instructor**: María Paula Flórez Jiménez
- **Language**: English
- **Lecture Schedule**: https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios

LEARNING OUTCOMES (Competences)

General Competences:

- GC8 - To develop expectations, describe scenarios and make estimates using relevant information for the company.

Basic Competences:

- BC3 - Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific and ethical topics.

Specific Competences:

- EC8 - To analyse quantitative information on economic and business phenomena and variables using mathematical and/or software tools.

PROGRAM

Chapter 1: Decisions

1.1 Definition

1.2 Elements

Chapter 2: The formulation of the decision-making problem.

2.1 Causes

2.2 Current status

2.3 Consequences

Chapter 3: Obtaining the information

3.1 Identification of sources

3.2 Collection of information

Chapter 4: Information Processing

4.1 Data processing

4.2 Preliminary analysis of data

Chapter 5: Quantitative techniques for decision making

5.1 Cases of linear programming, CPM, PERT, simulation, network theory

Chapter 6: Ways of deciding in a group

Chapter 7: Consensus

Chapter 8: Monitoring and control of decisions taken

EDUCATIONAL ACTIVITIES

- Theoretical and/or practical classes
- Personal study
- Individual and/or group work
- Tutorials
- Assessment

ASSESSMENT

ORDINARY CALL

- Class attendance and/or participation: 10%
- Continuous Assessment Tests: 30%
- Group Work Evaluation: 10%
- Final Exam: 50%

In order to pass the course, it is necessary to get at least a 5 in the final exam.

EXTRAORDINARY CALL

- Final Exam: 100%

In order to pass the course, it is necessary to obtain at least a 5 in the final exam.

OFFICE HOURS

Universidad de Navarra

Instructor: María Paula Flórez Jiménez (mflorezjime@unav.es)

- Office-Building-Floor: Amigos Building, 4rd floor, office 4090.
- Office Hours: Upon request via email

BIBLIOGRAPHY AND RESOURCES

Articles and cases

Bazerman M.H. & Chugh D. (2006). Decisions Without Blinders. Harvard Business Review (Harvard Coursepack)

Greenwood R. and White L.(2004). Decision Trees. Harvard Business School (Harvard Coursepack)

Levy F.K. et al.(1963). The ABCs of the Critical Path Method. Harvard Business Review (Harvard Coursepack)

Martinez de A. M. V. (2022). Linear Programming Basics. IESE Business School, University of Navarra. (Harvard Coursepack)

Sloane, C.S.(1997). Chattanooga Ice Cream Division. Harvard Business School. (Harvard Coursepack)

Sterman, J. (2001). Systemn Dynamics Modeling: Tools for Learning in a Complex World. California Management Review (Harvard Coursepack)

Softwares

Software Netlogo (https://ccl.northwestern.edu/netlogo/6.3.0/)

Software Vensim (https://vensim.com/free-downloads/)