

23rd International Project Week **12th – 16th July 2021**

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University/Company: Moravská Vysoká Škola Olomouc

Country: Czech Republic

Decision making and use of information

Content:

This project helps to develop the knowledge for decision making and soft skills such as teamwork, communication, presentation.

Experience and intuitive decision making – students use their own cultural background, personal experiences, individual personalities and intuition to make decisions. Students will learn, that making a decision is a complex and fuzzy process, influenced by many factors.

Emotional decision making – decision making focused on customers and markets, influencing the customers through variable factors (humor, colors, violence etc.). As an outcome students will prepare their own short video and evaluate other clips based upon the knowledge gained.

Technical and formal decision making – teams, based upon the knowledge of CVP, point method and scoring model will evaluate certain decisions and will interpret the outcomes of these models. As an outcome, students will understand the benefits and limitations and will evaluate their own decisions as an independent work.

Methods:

The whole project is designed as series of case studies, which will guide students step by step through different decision making situations. This project uses methods of frontal learning and flipped learning. Parts of the project are game based and experiential learning.

Competences and skills to be acquired:

Students will be able to handle the knowledge from the area of information for decision making, performance measurement and performance management. Based on this, students will be able to define problems, set criterias for evaluating alternatives, choose the best alternative and evaluate the results. Students will be also able to think with a broader perspective (such as strategy, vision, CSR ...) and connect different areas of business. As a bonus, students will be able to take responsibility for the team and for themselves. They will also learn to criticize or to support.

Prerequisites:

Basic knowledge of economic terminology, knowledge of MS Office and communicative English

Language of instruction:

English

Recommended for:

Economics