

COURSE DETAIL

DECISION MODELING & ANALYTICS

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

117

UCEAP Course Suffix**UCEAP Official Title**

DECISION MODELING & ANALYTICS

UCEAP Transcript Title

DEC MODEL&ANALYTICS

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces the concepts and methods of decision making and analysis, which involves the application of mathematical modeling and analysis to business problems. Models are simplified representations of real situations and can be invaluable tools in decision making. Students learn the basic elements of modeling-how to formulate a model and how to use and interpret the information a model produces. The emphasis is on models that are widely used in diverse industries and functional areas, including finance, operations, and marketing. Applications include production planning, revenue management, sales force planning, risk management, portfolio optimization, among others. Spreadsheets and other tools are used to implement, solve, and analyze the models developed.

Language(s) of Instruction

English

Host Institution Course Number

DOTÉ 4020

Host Institution Course Title

DECISION MODELING & ANALYTICS

Host Institution Course Details

https://rgsntl.rgs.cuhk.edu.hk/aqs_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Decisions, Operations & Technology

Course Last Reviewed

2025-2026

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