

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration				Branch/Spec.		Business Analytics	
Semester		VIII				Version		1.0.0.0	
Effective from Academic Year			2026-27			Effective for the Batch admitted in			July 2023
Course Code		8B02DSS		Course Name		Decision Support System for Managers			
Teaching Scheme						Examination Scheme (Marks)			
(Per week)		Lecture (DT)		Practical (Lab.)		Total			
Credit	03	00	00	00	03	Theory	40	60	100
Hours	03	00	00	00	03	Practical	00	00	00
Pre-requisites									
Conceptual clarity of Business functions and management theories.									
Course Objective									
To develop managerial capability to design, analyse and apply decision support systems for effective organisational decision-making.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Understand managerial decision problems and the strategic role of decision support systems.								
CO2	Apply DSS models and analytical techniques to solve complex business decision scenarios.								
CO3	Evaluate functional DSS applications across operations, marketing, finance, and human resources.								
CO4	Design basic decision support frameworks for data-driven managerial decision making.								
Theory Syllabus									
Unit	Content								Hrs.
1	Foundations of Decision Support Systems Introduction to DSS, managerial decision problems, MIS versus DSS, DSS capabilities and components, DSS examples, design cycle fundamentals, role of models, classification and purpose of modelling, decision calculus, manager-model interaction.								15
2	DSS Models and Analytical Applications Optimisation, heuristics and simulation techniques, traditional modelling weaknesses, desirable DSS model features, investment proposal evaluation, materials management decisions, demand forecasting systems, single and multi-period forecasting, intermittent demand analysis.								15
3	Functional and Strategic DSS Applications Product mix and bundling decisions, production distribution problems, vehicle scheduling systems, customer-centric value decisions, service system design, human resource DSS, distribution network design, pricing decision support systems.								15
Exam: Theory 100%.									
Swayam Exam OR Uni Exam									
Practical Content									
Practical, assignments and tutorials are based on above syllabus.									
Text Books									
1	Janakiraman, V. S., & Sarukesi, K. (2009). Decision Support Systems. Delhi, India: PHI Learning Pvt. Ltd.								
Reference Books									
1	Marakas, G. M. (2015). Decision Support Systems in the 21st Century (2nd ed.). Delhi, India: Pearson Education								
2	Power, D. (2002). Decision Support Systems: Concepts and Resources for Managers. New Delhi, India: Greenwood Publishing Group.								
3	Bandyopadhyay, S. (2023). Decision Support System: Tools and Techniques. New Delhi, India: CRC Press (Taylor & Francis).								

ICT/MOOCs Reference																
1	Swayam Course (3 credit) in Jan Cycle (12 week) By Prof. Kunal Kanti Ghosh, Prof. Anupam Ghosh, Prof Sujoy Bhattacharya, IIT Kharagpur https://onlinecourses.nptel.ac.in/noc20_mg59/preview															
Mapping of CO with PO and PSO:																
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
	CO1	3	1	1	3	1	2	2	2	2	3	1	2	2	2	
	CO2	2	2	1	3	1	2	3	3	3	2	2	3	3	1	
	CO3	2	2	2	3	2	2	3	3	3	2	2	2	2	2	
	CO4	1	2	1	3	1	3	3	3	3	2	2	3	3	1	

Swayam: Students should learn from the Swayam portal. If required, the Swayam portal evaluation 30:70/25:75 is to be converted to 50:50 in accordance with the adopted NEP rule.