

COURSE CODE: SIMMODE

COURSE TITLE: Simulation Model for Business

COURSE DESCRIPTION:

Simulation modeling is the process of creating and analyzing a business prototype to predict its performance in the real world. This course covers advanced statistical models using Structural Equation Modelling and multivariate techniques such as factor and cluster analysis. It would also survey simulation models as applied to systems in organizations.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

Business Analytics 4th Edition (2020); An Introduction to Management Science: Quantitative Approach, 15th Edition

READING LIST:

- Camm, J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. and Williams T. Introduction to Management (2018) Cengage Learning
- Camm, J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. and Williams T. (2020). Essential of Business Analytics 4th edition. Cengage Learning

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: