



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Creative Problem Solving and Decision Making							
Course Code		SYB343		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	76 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To encourage innovation, to promote a culture of working together and to achieve effective results rather than being a part of the problem is to make solutions by using decision-making techniques.							
Course Content		Definition of problem, Problem solving process, Decision making techniques, Synchronization of studies							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Prof. Murat ŞENTUNA							

### Prerequisites & Co-requisites

ECTS Requisite	90
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### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Winston, W., , Operations Research, 4th edition, Chapters 13
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction To Decision Making
2	Theoretical	Decision Trees
3	Theoretical	Decision Trees
4	Theoretical	Value Of Information
5	Theoretical	Decision-making with experimental knowledge: probabilities of a priori, conditional, unconditional and finite event
6	Theoretical	Decision Making with Experimental Knowledge
7	Theoretical	Decision Making with Experimental Knowledge
8	Intermediate Exam	Midterm
9	Theoretical	Introduction To Utility Theory
10	Theoretical	Introduction To Utility Theory
11	Theoretical	Exact Conjugacy and evaluation of a decision maker's utility function
12	Theoretical	Multi-Featured Benefit Theory
13	Theoretical	Multi-Featured Benefit Theory
14	Final Exam	Final Exam.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	1	10	1	11
Midterm Examination	1	10	1	11
Final Examination	1	11	1	12
Total Workload (Hours)				76
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Distinguishes activity and event nodes from each other and draws decision trees representing complex States
2	The best expected monetary value is minimax, maximin, etc. it solves the decision tree using various decision-making criteria and clearly expresses the optimal direction of activity.
3	Understand the concepts of certainty conjugation , risk premium and expected monetary value, calculate the risk premium, certainty conjugation and expected monetary value of related decisions in the given decision making problem.
4	Understands the value of information, calculates the expected value of perfect information, and uses it to decide whether to seek more information in the event of a given decision-making
5	Distinguishes between a priori (prior) and Sonal (posterior) probabilities, calculates Sonal probabilities in decisions about experimentation, and decides whether experimental knowledge is necessary.

**Programme Outcomes (Sports Management)**

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

