

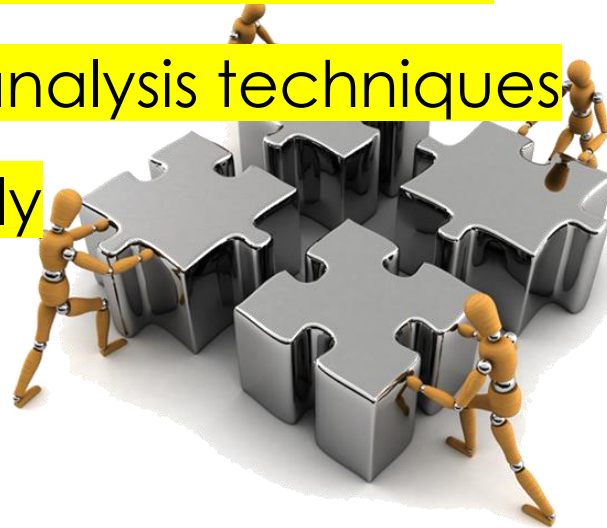


# DECISION MAKING

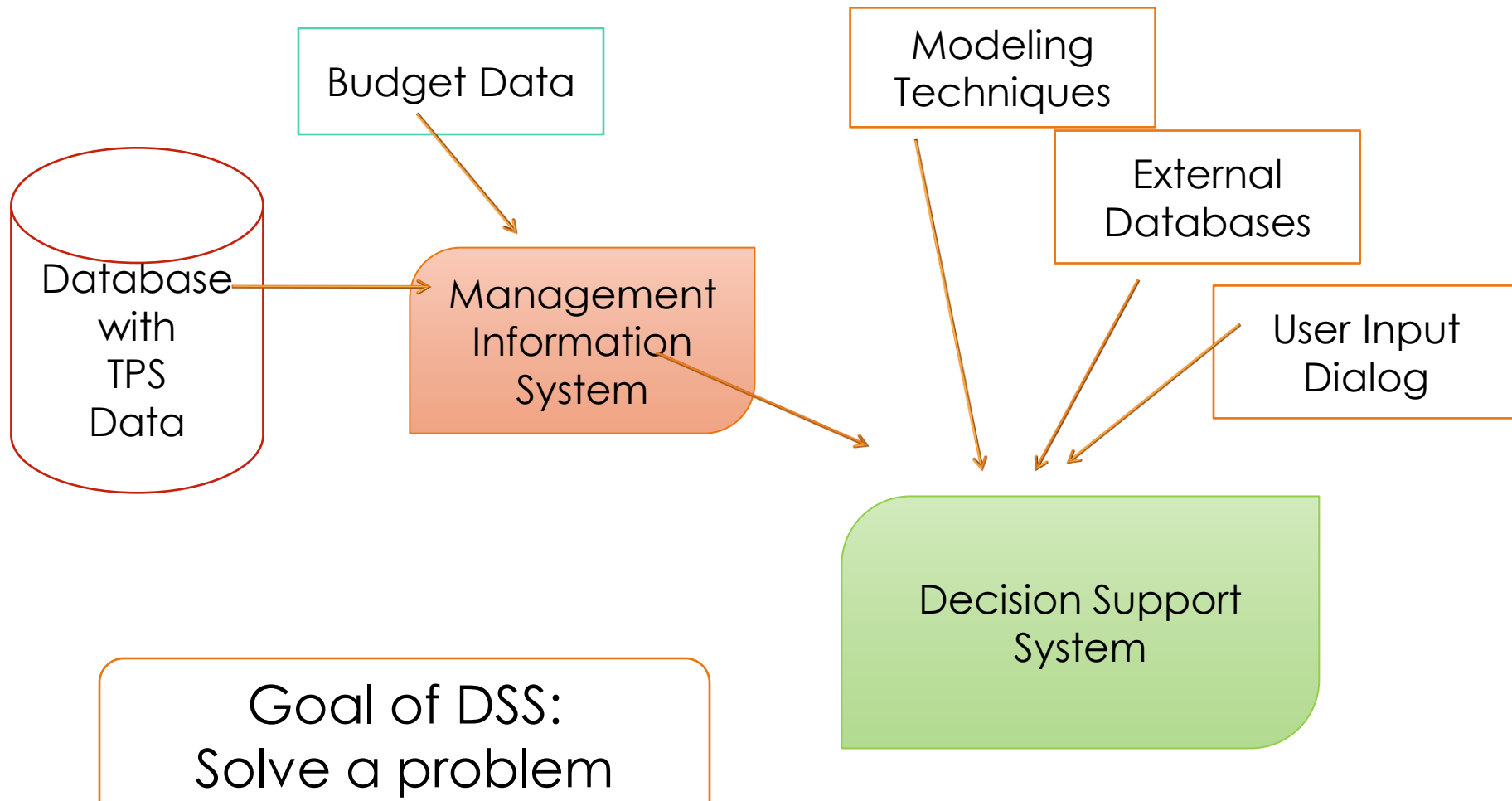
Chapter 6

# MAKING BUSINESS DECISIONS

- Managerial decision-making challenges
  - Analyze large amounts of information
  - Apply sophisticated analysis techniques
  - Make decisions quickly



# DECISION SUPPORT SYSTEM GENERALLY COMBINE INTERNAL / EXTERNAL SOURCES



# EXCEL

- Excel is a Decision-Making System
  - Analyze data and help to recommend solutions
  - Provide graphical capabilities making it easier for management to understand
  - Unique Decision Making tools in Excel
    - **Pivot Tables** - powerful tool to calculate, summarize, and analyze data that lets you see comparisons, patterns, and trends in your data.
    - **Scenario** – will calculate alternative solutions to a problem and permits management to select their best solution.
    - **Solver** – will calculate the 'best alternative' based on management criteria.

# EXCEL RESOURCES

- If you want a version of Excel for your machine
  - [www.office.com](http://www.office.com)
  - At some point it will ask for an email / use your uncw email account
- If you have limited experience with Excel, there is an online tutorial
  - mySeaport
- Left column - Percipio Courses
- Select - 'Getting Started in Excel 365'



# PRIVACY & ETHICS

## Chapter 9



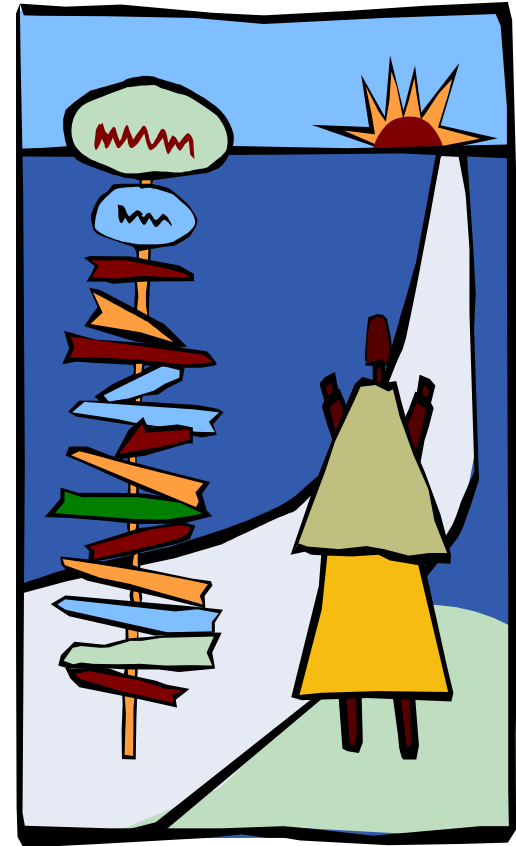
# WHAT IS YOUR DEFINITION OF ETHICS?

**Ethics** – The principles and standards that guide our behavior toward other people

# INFORMATION ETHICS

- Govern the ethical and moral issues arising from the development and use of information technologies,

as well as the creation, collection, duplication, distribution of data





# INFORMATION ETHICS

- Business issues related to information ethics
  - Intellectual property
  - Copyright
  - Pirated software
  - Counterfeit software
  - Digital rights management



# ACCEPTABLE USE POLICY

- **Acceptable use policy (AUP)** – Requires a user to agree to follow it to be provided access to corporate email, information systems, and the Internet

# WORKPLACE MONITORING POLICY

- **Common monitoring technologies include:**
  - **Key logger or key trapper software**
  - **Hardware key logger**
  - **Cookie**
  - **Adware**
  - **Spyware**
  - **Web log**
  - **Clickstream**

