窗体顶端



**Decision Making Analysis and Technology Support**



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本科生    硕士生

Undergraduate    Master



English



There are no prerequisites for this course. Students are not required to have certain background knowledge for taking this course.



Lectures and class discussions



(1) Attendance and participation 20%；
(2)assignments and a mini paper 80%；



2 credits



Dr. Dongsong Zhang is a tenured Full Professor and the Director of Online Master’s Program in the Department of Information Systems at University of Maryland, Baltimore County, USA. He received his Ph.D. in 2002 in Management Information Systems from the Eller School of Management at the University of Arizona, one of the top five MIS programs in the United States.
Dr. Zhang’s current research interests include mobile HCI, intelligent decision making， online communities and e-Commerce, knowledge management, and business intelligence. He has published approximately 130 research articles in journals and conference proceedings, including more than 50 journal articles such as MIS Quarterly, Journal of Management Information Systems (JMIS), IEEE Transactions on Knowledge and Data Engineering (TKDE), IEEE Transactions on Software Engineering, IEEE Transactions on Multimedia, IEEE Transactions on Systems, Man, and Cybernetics, IEEE Transactions on Professional Communication, IEEE Transactions on Human-Machine Systems, Decision Support Systems, Information & Management, Journal of the American Society for Information Science and Technology, among others. Dr. Zhang has received a dozen of research grants and awards from the U.S. National Science Foundation (NSF), National Institute of Health (NIH), National Natural Science Foundation of China, Chinese Academy of Sciences, the Royal Society of British, and Google, Inc., etc. He has served as the general chair or program chair of a number of international conferences, and as the senior editor, associate editor, and editorial board member of six international journals.



Decision making is essential and pervasive in today’s society and our daily life. This course is intended to give students a comprehensive overview of decision-making concepts, process, and strategies, and introduce a variety of information technologies that are often used to support decision making in real-world applications. The course will cover fundamental issues in decision making，analysis, and technology support, including, but not limited to, decision making strategies, decision models, as well as introduction to intelligent decision support technologies such as expert systems, data and text mining, neural networks, and recommender systems. The course material and discussion will be tightly associated with real-world decision making problems and applications. It will help broaden the vision of students, improve their knowledge on decision making and support, understand the importance and application of information technologies to decision making, and provide a solid foundation for students’ future careers.



Chapter 1  (Introduction and basic concepts of decision making)
Chapter  2  (Decision strategies)
Chapter  3  (Decision modelling)
Chapter  4  (Data warehouse and data mining)
Chapter  5  (Group decision support systems)
Chapter  6  (Intelligent decision support systems)
Chapter  7   (Artificial neural networks)
Chapter  8  （Recommender Systems and Applications）



Decision Support and Business Intelligence Systems, 9th edition by Efraim Turban, Ramesh Sharda, & Dursun Delen. Prentice Hall. 2011. ISBN 0-13-610729-X
All PPT files of all the lectures will be made available online before each class. Students can download and print them out in advance.



There will be a number of supplementary readings that will also be posted online, which will be helpful for students to better understand subject matters.

窗体底端