

Introduction/Background/Summary

Multi criteria decision making (MCDM) refers to making decisions in the presence of multiple, usually conflicting, criteria. Problems for multiple criteria decision making are common occurrences in everyday life. For example: In a personal context, the job one chooses may depend upon its prestige, location, salary, advancement opportunities, working conditions, and so on. The car one buys may be characterized in terms of price, gas mileage, style, safety, comfort, etc.

In a business context, a business executive's choice of corporate strategy may depend on the company's earnings over a period, its stock price, share market, goodwill, labor relations, corporate image, obligation to society, and so forth. In an academic context, a university administrator's selection of the future configurations of the university would be based on number of regular faculty, number of auxiliary faculty, undergraduate enrollment, graduate enrollment, tuition fee level, faculty leverage, new programs, and net improvement, etc.

In a public context, the water resources development plan for a community should be evaluated in terms of cost, probability of water shortage, energy (reuse factor), recreation, flood protection, land and forest use, water quality, etc. The problems of MCDM are widely diverse. However, even with the diversity, all the problems which are considered here share the following common characteristics: Conflict among criteria. Multiple criteria usually conflict with each other. For example, in designing a car, the objective of higher gas mileage might reduce the comfort rating due to the smaller passenger space.

OPEN SHORT COURSE INTRODUCTION TO MULTI CRITERIA DECISION MAKING MODEL (MCDM)



3 MAIN QUESTIONS THE COURSE WILL ANSWER

1. HOW TO MAKE DECISION WITH
CONFLICTING CRITERIA?
2. HOW TO NORMALIZE THOSE
CONFLICTING CRITERIA?
3. HOW TO PERFORM ADVANCED
ANALYSIS IN MCDM TECHNIQUE?

OPEN SHORT COURSE Introduction to Multi Criteria Decision Making model (MCDM)

Date: 25 November 2021

Time: 9 am -1 pm

Venue: ONLINE (MSTEAMS)

Discipline and subdiscipline:
Data analytics

Structure: Theory: 60 %,
Practical: 40 %

OPEN SHORT COURSE
Introduction to Multi Criteria Decision
Making model (MCDM).

Speaker's Profile



Dr. P.D.D. Dominic is currently an Associate Professor in Computer and Information Sciences department, Universiti Teknologi PETRONAS, Malaysia. He received his PhD in Management at Alagappa University, India. He received his Post-Graduate Diploma in

Operations Research from Pondicherry University, India; Master of Business Administration; Master of Philosophy in Mathematics and Master of Science in Mathematics from Bharathidasan University, India. He has been working in the capacity of editorial board member for renowned journals. His research interests include Management Information Systems and Data Analytics. He has published more than 100 journals with high impact factors and distinguished indices like SCOPUS and ISI.

COURSE OBJECTIVES



1. To impart the MCDM capabilities to the young lecturers, project leaders, business analysts, research scholars and post graduate students, who want to enhance the quality of their work by using MCDM for business and research.
2. The objective of MCDM is not to suggest the best decision, but to aid decision makers in selecting shortlisted alternatives or a single alternative that fulfils their requirements and is in line with their preferences. Knowledge of MCDM methods and an appropriate understanding of the perspectives of decision makers

TARGET AUDIENCE



The course is suitable for all sectors of industries and services,

- Professionals and researchers interested in the purchase and selection decision making.
- Academicians, Lecturers and Postgraduate Students in Universities, Colleges and Polytechnics from any discipline.
- Project leaders, business analysts and others who want to enhance their decision-making capability.



Organized by Computer and Information Sciences Department

CONTACT DETAILS

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