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Contact Info: Value and Decision Analysis, ISE 562

Dr. Jeffrey H. Smith

Office Hours
Wednesday after class, zoom appointment, or email.
Location: GER hoteling
Phone: Zoom
Email: jeffs@usc.edu

TA: Tejaswin Shashikanth
Office hours: Wednesday 9a-2p, Thursday 6p-9p, Friday 9a-2p.
Location: GER TBD
Zoom ID: See Blackboard announcement for ID
Email: tshashik@usc.edu

Importance of this course:

As the dramatic consequences of engineering and business decisions (both good and bad) demonstrate the power to generate vast wealth or drive prosperous corporations into bankruptcy, decision making under risk and uncertainty is a crucial skill. It has become a cornerstone of modern data analytics for mining, processing, and extracting knowledge. This course is designed to enable the student to formulate, collect, analyze, frame, and interpret decision making information for selecting the “best” alternative action.

Course Description

The course is presented in 4 phases. The first phase presents a classical Bayesian decision approach and the components of decision making; the second phase explores the Keeney-Raiffa multiattribute (utility) decision analysis methodology; the third phase examines group decision making; and the fourth phase examines behavioral issues of decision making (e.g., framing and biases). The topics are summarized below.
Suggestions (for success)

You should read over the reading assignments before the corresponding lecture. You should attempt the homework (at least once) on your own before asking for help. Make an honest attempt to understand the material before uttering the words, "I don't get this."

Course Prerequisite Knowledge
ISE 220, 225, Calculus.

Course Goals
Students will learn:
• tools and techniques of decision theory for single, multiple attributes, behavioral problems
• how and when to apply the tools
• practice application of the tools with homework exercises

Text

Course Requirements and Grades
The course requirements are as follows:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Point Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Homework assignments @ 10 points</td>
<td>30</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>25</td>
</tr>
<tr>
<td>Project*</td>
<td>20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25</td>
</tr>
<tr>
<td>Course Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Submit assignments to ise562hw@gmail.com

The project will be announced after submission of homework assignment 2 and will be graded according to attributes of creativity, relevance, content, organization, and timeliness (4 pts each).

All grading issues are closed after 2 weeks from the original due date. Late homework—40% off per day.
**Schedule** Note: homework due on date shown.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed. Jan 12</td>
<td>Introduction, Review</td>
<td>Chapter 1, 2</td>
<td></td>
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<tr>
<td>Wed. Jan 19</td>
<td>Discrete Bayes Methods</td>
<td>Chapter 3</td>
<td></td>
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<tr>
<td>Wed. Jan 26</td>
<td>Continuous Bayes Methods</td>
<td>4.1-4.9</td>
<td></td>
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<tr>
<td>Wed. Feb 2</td>
<td>Decision making criteria and Utility</td>
<td>5.1-5.8</td>
<td></td>
</tr>
<tr>
<td>Wed. Feb 9</td>
<td>Utility concepts</td>
<td>5.9-5.10</td>
<td>HW1 due</td>
</tr>
<tr>
<td>Wed. Feb 16</td>
<td>The Decision Problem, Midterm review</td>
<td>5.9-5.10</td>
<td></td>
</tr>
<tr>
<td>Wed. Feb 23</td>
<td>Midterm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed. Mar 2</td>
<td>Value of Perfect Information</td>
<td>6.1-6.2</td>
<td></td>
</tr>
<tr>
<td>Wed. Mar 9</td>
<td>Value of Sample Information</td>
<td>6.3</td>
<td></td>
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<tr>
<td>Wed. Mar 16</td>
<td>Spring Break—No Class</td>
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<tr>
<td>Wed. Mar 23</td>
<td>Multiattribute Decision Models</td>
<td>Notes</td>
<td></td>
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<tr>
<td>Wed. Mar 30</td>
<td>Multiattribute Decision Analysis; project requirements</td>
<td>Notes</td>
<td>HW2 due</td>
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<tr>
<td>Wed. Apr 6</td>
<td>Group Decision Making within stakeholder groups; measuring agreement</td>
<td>Notes</td>
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<tr>
<td>Wed. Apr 13</td>
<td>Group Decision Making across stakeholder groups; Decision biases 1</td>
<td>Notes</td>
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<tr>
<td>Wed. Apr 20</td>
<td>Decision Biases 2</td>
<td>Notes</td>
<td>HW3</td>
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<tr>
<td>Wed. Apr 27</td>
<td>Last Class; Improving decision making</td>
<td>Projects due</td>
<td></td>
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<tr>
<td>Wed. May 4</td>
<td>Final Exam 2-4pm</td>
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</table>

**Statement for Students with Disabilities**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations is from DSP. Please be sure I receive the letter as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.-5:00 p.m., Monday through Friday. Website and contact information for DSP: [http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html), (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

**Statement on Academic Conduct and Support Systems**

**Academic Conduct:**
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

**Support Systems:**
Student Health Counseling Services - (213) 740-7711 – 24/7 on call engemannshc.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress-fitness workshops, and crisis intervention.
National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call
engemannshc.usc.edu/rsvp
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu
Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

Bias Assessment Response and Support - (213) 740-2421
studentaffairs.usc.edu/bias-assessment-response-support
Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
studentaffairs.usc.edu/ssa
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC’s Blackboard learning management system and support information is available at blackboard.usc.edu.