

ISyE 8803C, Spring 2008

PHD SEMINAR ON STRATEGIC DECISION MAKING

Mondays, 3:00-5:30 PM

Prof. William B. Rouse, -- 124 Tennenbaum Institute

Office Hours: Immediately After Class or by Appointment
Office Phone: 404-894-2331, Email: bill.rouse@ti.gatech.edu

This seminar will focus on empirical studies of singular, “big bet” strategic decisions. We will begin by discussing a high-level outline of the elements of such case studies. Seminar participants will prepare and present a case study of a particular decision using this outline. Participants will then use the set of case studies and presentations to formulate a much more detailed framework for such case studies. Finally, each participant will revise their case study to fit into this more detailed framework. The full set of case studies will then be compiled into a report, of which each participant will receive a copy.

Prerequisite: ISyE 6223 or equivalent.

Business Decision Making

Collins, J.C. (2001). Good to great: Why some companies make the leap and others don't. New York: Harper Business.

Political Decision Making

Kershaw, I. (2007). Fateful choices: Ten decisions that changed the world. New York: Penguin Press.

Societal Decision Making

Diamond, J. (2005). Collapse: How societies choose to fail or succeed. New York: Viking Penguin.