**Planning and Decision-Making**

**Decision-Making Model Assignment #1**–Students are to analyze the purchase of acomputer and use either a decision-tree model or a grid to demonstrate their decision-making process. Students must compare at least 3 different alternatives (brands) on at least 4 different criteria (cost, RAM, etc.). Pictures of the comparables are also to be included. The end result of the student’s analysis must also be clearly identified. They are to place this decision tree or grid on either a poster board or on a word processing document if the class has lab access.

**SWOT Analysis Assignment #2**–Students are to select a company with which they arefamiliar. If there is computer lab access, students are to conduct Internet research for news articles related to the company they have selected and locate an event this is currently occurring with that company or that is mentioned to be happening in the future. If no computer access, the teacher can bring in newspapers, students can be required to bring in a paper, or the class may need to schedule library time to research using newspapers. Then students will conduct their own SWOT analysis - strengths, weaknesses, opportunities, and threats of that particular event. They may draw the diagram and place on a flipchart (if available) or poster or they may complete on a word processing document if there is lab access. Then they will identify their opinion of the decision to conduct that event based on their analysis.

**Cost/Benefit Analysis Assignment #3**–Using the business event that the studentcreated a SWOT analysis for, the students are to prepare a cost/benefit analysis using the form in this lesson plan. Students may estimate or research costs, trying to list three tangibles as well as intangible costs and benefits, keeping in mind opportunity costs involved in decision-making.

**Business Scenario Report Assignment #4** - Individually students will choose between2 decision-making scenarios and create a thorough report covering all aspects of the decision-making process. The first scenario is that you are given a budget of $1000 to use toward a charity event (hosting a dinner, donating, and delivering clothes, adopting a family, etc.). The second scenario is that you own a video store, but your sales have decreased drastically this year. You must decide from several options what actions you can take to increase your sales and keep up with the competition. Select your scenario. You have narrowed down your choices for your chosen scenario to 2 alternatives. Now your task is to write (or type) a report introducing your task, discussing your alternatives, and how your choice was finally determined. You may include online graphics graphic and/or a table displaying any form of analysis that you choose such as a decision tree, grid, SWOT, or Cost/Benefit.