profit business, its mission was more like that of a not-for-profit organization[https://www.seu.edu.sa/sites/ar/SitePages/images/logo.png](https://www.seu.edu.sa/sites/ar/Pages/main.aspx)

**College of Administrative and Financial Sciences**

**MGT 312**

**Assignment 3**

**Deadline: 30/11/2019 @ 23:59**

|  |  |
| --- | --- |
| Course Name: Decision Making and Problem Solving | Student’s Name: |
| Course Code: MGT 312 | Student’s ID Number: |
| Semester: I | CRN: |
| Academic Year: 1440/1441 H | |

**For Instructor’s Use only**

|  |  |
| --- | --- |
| Instructor’s Name: | |
| Students’ Grade: Marks Obtained/Out of | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Course Learning Outcomes-Covered**

|  |  |
| --- | --- |
| **CLO Number** | **Course Learning Outcome** |
| 10 | Develop numerical skills required for quantitative decisions in complex situations. (4.1) |
| 13 | Create a Decision Making and Problem Solving worksheet document.  (4.5) |
| 14 | Utilize technological tools and graphics as an aid to give visual display to decision making data. (4.6) |
| 15 | Identify organized alternatives and select among possible alternative to evaluate business options. (2.10) |

**Critical Thinking Questions: (Marks 05)**

1. You are planning to start an online marketing for your KSA based restaurant chain named as “Al-Mataam.”
2. Create a mind map to identify the essential procedures to carry out an Internet marketing for “Al-Mataam”. [Note: Mind map must be up to three levels]
3. Develop a decision tree to help your online customer to determine what meal to buy from “Al-Mataam”. You may use any attribute you wish (cost, calories,) type of food (Veg, Non-Veg (chicken, Mutton, beef, or Fish)) Regional Food (Arabian, India, Turkish, Chinese, etc).
4. As a CEO of “Al-Mataam” you have to hire a Restaurant Manager for its Riyadh location. You have shortlisted the following five candidates with their skill set.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yousuf | Amal | John | Ahmad | Julie |
| Experience in Year | | | | |
| Experience of Restaurant | 5 | 2 | 3 | 0 | 1 |
| Knowledge of service industry | 5 | 4 | 4 | 5 | 3 |
| Business Development Experience | 1 | 3 | 2 | 4 | 4 |
| Leadership Experience | 2 | 2 | 1 | 2 | 3 |
| Computer proficiency | Good | Average | Good | Poor | Excellent |

a. Rate each criteria on a scale of 1-5. In this case, 1 is less important and 5 is most important. Based on the weightage and criteria identify the most suitable candidate. [Please answer in the next page]

**ANSWER**