

Section-3

Rational Decision making Model

Rational decision making ~~model~~ is a multi-step and linear process, designed for problem-solving start from problem identification through solution for making logically sound decisions.

Rational decision making model ~~define~~ 6 steps are!

Step 1: Identify and define the problem.

Step 2: Identify the decision criteria.

Step 3: Weight established criteria.

Step 4: Generate list of alternatives.

Step 5: Evaluate the alternatives.

Step 6: Determining the optimal decision.

DSS

A Decision Support System (DSS) is a computer program application that analyzes business data and presents it so that users can make business decisions more easily. It is an informational application.

Typical informational applications that a decision support application might gather and present would be:

- Comparative sales figures between one week and the next.
- Projected revenue figures based on new product sales based on different assumptions.
- Consequences of given alternatives in a context.
- The consequences in a context described.
- Decision experience described.
- Past is present.