

## 22-QA-712-601 Optimization for Managers

Winter 2009

Wednesday 6:00p.m.-8:40p.m.

- Instructor:** Dr. Jeff Camm  
533 Lindner Hall  
556-7146  
Jeff.Camm@uc.edu
- Office Hours:** Wednesday 2:00-4:00, and by appointment
- Required Text:** Albright, Winston and Zappe, *Statistics, Data Analysis & Decision Making*, Third Edition, South-Western Cengage Learning, 2009.
- Prerequisites:** QA 711
- Course Objectives:**
1. To provide a detailed understanding of the construction, computer implementation and interpretation of optimization modeling as applied to problems in business and industry.
  2. To provide hands on experience in the use of available computer software for solving optimization problems.
- Withdrawals:** The college policy will be followed.
- Grading:**
- |                 |     |
|-----------------|-----|
| Cases           | 20% |
| Graded Homework | 10% |
| Paper           | 10% |
| Midterm Quiz    | 20% |
| Final Exam      | 40% |

## Tentative Schedule

<b>Date</b>	<b>Topic(s)</b>	<b>Reading (Sections of AWZ)</b>
2/11	What-if Models and Spreadsheet Engineering Building World Class Spreadsheets From What-if to Optimization Models	
2/18	Types of Optimization Models Using Excel Solver	14.1-14.6, 15.7, 15.8
2/25	Optimization Models in Operations Management <i>Case 1</i>	14.8, 15.3, 15.4, 15.5
3/4	Optimization Models in Marketing Midterm Quiz (90 minutes)	14.7
3/11	Optimization Models in Finance <i>Case 2</i>	15.6
3/18	Final Exam - - open book, open note, open mind <i>Paper due.</i>	

We will be using cases and an occasional problem from AWZ, but I will provide practice problems and solutions.

Unless otherwise stated, graded homework is to be done individually. All questions should be directed to me.