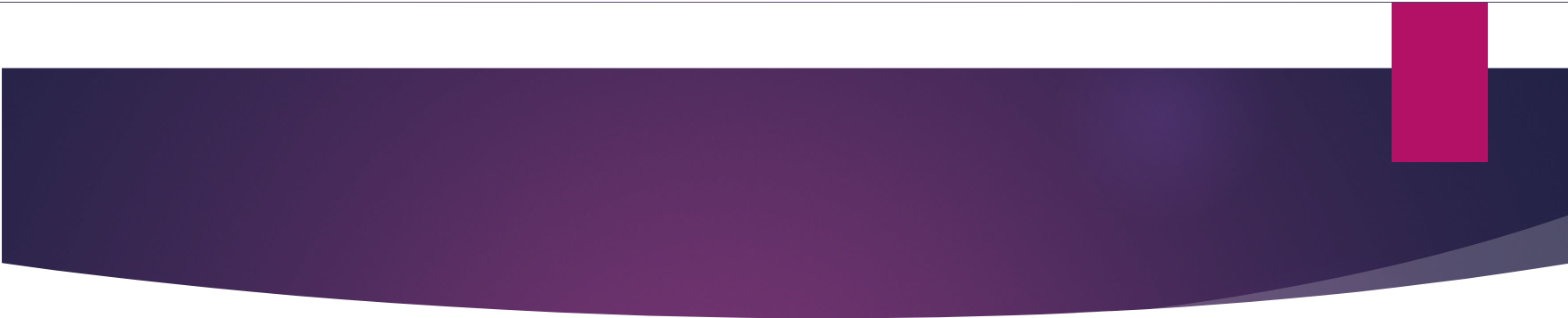


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- ❑ DECISION MAKING PROCESS
 - ❑ PREPARED BY : MS.NUSRATH SOHAIL
 - ❑ DEPT OF AMM
 - ❑ PAPER CODE:AMMCC203
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 - ❑ SEMESTER II

Process of Decision Making

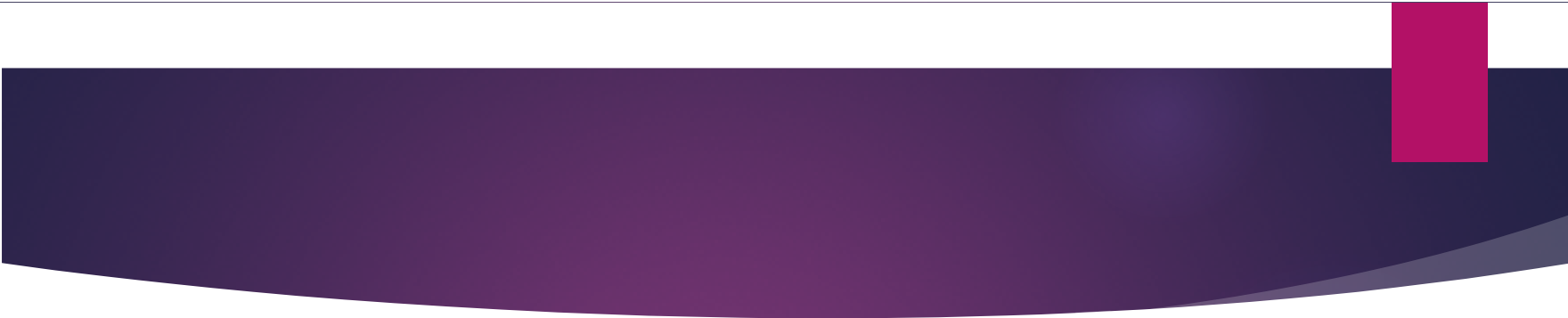
☒ Decision Making Process is based on Simons decision making process.

☒ There are various steps of decision making process

1. Specific Objective : Decision making arises in order to achieve certain specific objective. Setting of an objective is certainly an outcome of an earlier decision.

2 .Problem Identification :Identification of problem is the real beginning of decision making process. Problem should be identified clearly and specifically so that it may be solved by taking appropriate action. Problem can be identified by analyzing the situation which is causing gap between actual state of affairs and desired state of affairs at a particular point of time.

3. Search For Alternatives : Based on identification of the problem, the decision maker seeks suitable alternative to solve the problem. The decision maker must try to find out the various alternative in order to get the most suitable alternative. Degree of search for alternatives may vary according to the degree of importance of decision under consideration. Information about alternatives may be collected from various sources. Incase of a complex problem, brainstorming can be used.



4. Evaluation of Alternatives : the various alternatives are identified, the next step is to evaluate these alternatives so that the most desirable alternative is selected. All alternatives available for decision making will not be taken for detailed evaluation because of time and cost constraint.

5. Choice Of Alternative : Evaluation of various alternatives presents a clear picture of how each alternative contributes to achievement of the specified objectives. The most acceptable alternative is chosen.

6. Action: Once the alternative is selected, it is put into action. Therefore, the implementation of decision may be seen as integral aspect of decision making.

7. Result: When the decision is put into action, it brings certain result. The result must correspond with the objective, the starting point of decision making process, to check whether effective decision has been made and implemented properly.

THANK YOU

