

In this project is to develop an Excel-based DSS for some practical business decision-making problem. Your project should include all the typical components of DSS (i.e., a GUI, a database, and some form of modeling capability).

Your project should not simply operate as a front-end for a database -- allowing the user to run queries against a database file. This type of project often results when students view a decision problem from a consumer's point of view, where the consumer is mainly looking for product information. This orientation tends to result in projects that are better suited to dedicated database applications like Access or Oracle and are not really a true DSS. A better type of DSS project often results if you view the same problem from the perspective of a business manager on the opposite (product/service provider) end of the transaction. Ask yourself, "What kind of information would business managers be interested in seeing to help them make decisions and improve the operation of their business?" The bottom-line is that if your project is going to be database centric (which is perfectly acceptable), it also needs to have some sort of analytic/modeling capability that would be of use to business decision makers.

Problem Statement:

The scenario involves (fictitious) Texas Publications, a small publisher operating in a specialist market with only one serious competitor. The company needs a DSS to assist them in deciding whether to publish a given book, and if so, at what price to sell it, and how many copies to print. The first part is to calculate the cost of printing a book (which is data to be entered by the company and does not depend on DSS) and another to suggest the number of sales, based on the size of the expected total market (input data), the competitor's total market (input data), the selling price (input data) and the marketing budget (input data).