

SUBJECT:	<b>Analysis of Information on Products</b>		
HOURS:	<b>L(15), E(15)</b>	ECTS:	
semester	<b>winter</b>	Academic year	<b>2015/2016</b>

Name/title of the author:	Dr Jacek Kaniewski, mgr inż. Artur Wolak
Course Description:	Lecture and laboratory
Learning Outcomes (Goals and Objectives of the course):	<p>Understanding the concept, mode of expression, classification of product information and rules for the collection, storage and processing of information. The ability to search for information, a preliminary assessment of its reliability and interpretation.</p> <p>Get to know the purpose, methods, and the importance of multidimensional comparative analysis used to aggregate information about products.</p> <p>Understanding the elements of decision theory and its practical application to the analysis of information about products.</p>
Entrance qualifications:	Basic knowledge of commodity science and the ability to use Microsoft Office Suite (Word, Excel, PowerPoint).
Course Content:	<p>Subject matter, basic concepts, purpose and importance of analysis of information about products. Semantic conceptions of information. Discrete and continuous data. Types of measurement scales and permissible statistics. Collecting and summarizing data. Practical searching for information about products on the internet. Methods and tools for analysis of information about products. Decision problems and decision-making procedures. Introduction to decision analysis. Multi-dimensional comparative assessment methodology. Data envelopment analysis (DEA) for decision support. Simple multi-attribute rating technique (SMART). Multi-attribute utility technique (MAUT). Hierarchical and non-hierarchical classification of selected products and make the best decisions about their purchase. Application of Analytical Hierarchy Process (AHP) to assess the quality of the products. The use of linear programming in decision-making. Systems in computer assisted analysis of information. Practical aspects of the analysis of information on selected food and industrial products</p>
Assessment policy (examination):	Credit by a computer based test
Course materials/bibliography:	<p>Grünig Rudolf, Kühn Richard, Successful Decision-making, Springer-Verlag, Berlin Heidelberg 2005.</p> <p>Pyzdek Thomas, edited by Paul. A. Keller, <i>Quality Engineering Handbook (Second Edition)</i>, Marcel Dekker, Inc., New York, Basel 2003.</p>
Methods of Instruction:	Lecturer method, Practical Exercise
Notes / suggestions:	