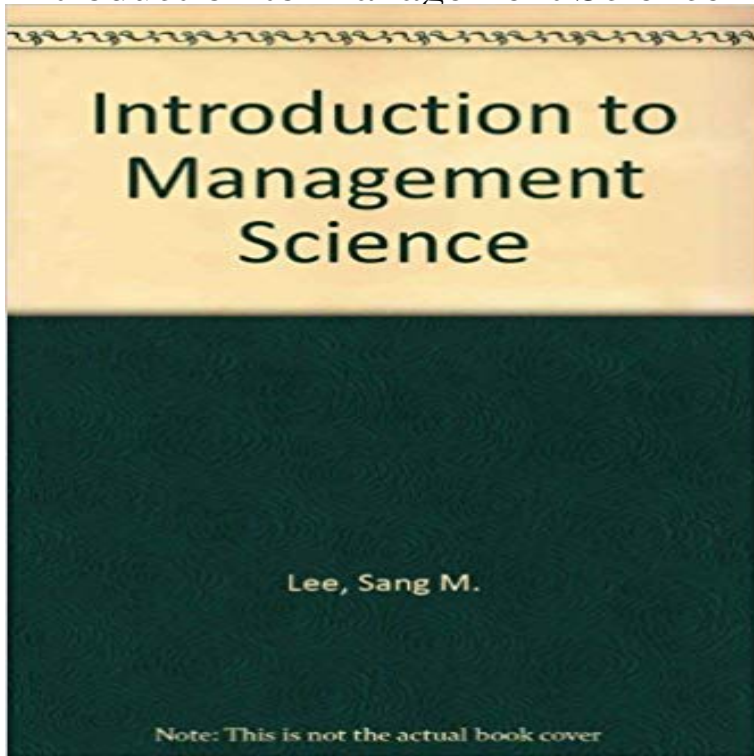


Introduction to Management Science



The purpose of this text is to provide the student with a comprehensive coverage of how management science concepts and approaches can be applied to improve management decision-making. The emphasis is on the translation of mathematical modeling concepts into a presentation that is palatable to the undergraduate student of business with limited mathematical background. Management science topics are introduced by presenting realistic, practical examples in the form of small case studies. Difficult techniques are presented within the framework of working examples, stressing an intuitive understanding of concepts in the decision support perspective rather than focusing on mathematical techniques for their own sake.

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