



# MANAGERIAL DECISION-MAKING IN VIRTUAL REALITY



**Prof. Albert Jolink**

MSc International Strategy & Influence

3 ects

## Course Description

Want to learn how to become a better decision-maker? Wondering if VR is a useful tool for companies?

Then this is the course for you. \*

In this course we will be using traditional decision-making theory and state-of-the-art VR applications to explore what constitutes decision-making, how to improve decision-making and how VR could help with this.

Topics:                      Managerial decision-making  
                                    Navigating the metaverse.  
                                    Opportunities offered by VR  
                                    VR for Good

## Learning objectives

- Understand the process of decision making from the manager's perspective and the issues related and support to this process.
- Use digital tools, such as VR, to support the strategic choices.
- Evaluate the relevance of VR for managerial decision-making processes.

## Assessment

Students will be assessed based on the following deliverables:

1. 3 VR experience reports: group work: 30% (deadline: at the end of each seminar; submission through K2).
2. The Design Case: group work: 30% (deadline: 4 December 2023 @ 23:59; submission through K2).
3. Individual test on VR in practice: individual work: 10%.
4. Final exam: individual exam on the entire course: 30%.

## Course format

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\* Students sensitive to simulator sickness are recommended not to take this course.

Combination of lectures and VR experiences

### **Course plan**

Session 1	17 Oct	The business of the virtual world
Session 2	13 Nov	Managerial decision making
Session 3	20 Nov	Team decisions in VR
Session 4	29 Nov	The design of choice
Session 5a	01 Dec	Managerial cognitive frames

### **Literature**

E.J. Johnson (2021) *The Elements of Choice: The Way We Decide Matters*. Riverhead Books.

### **Expectations**

1. Students are expected read the required readings prior to each lecture.
2. Students are expected to attend all lectures.
3. Students are expected to attend all seminars.
4. Students are expected to self-organize themselves during the seminars.
5. Students are expected to write and submit the seminar reports before the deadline.
6. Students are expected to self-organize themselves during the simulations.
7. Student are expected to do attend the (online) exam.