For the past 5 years, you have been working as a Managerial Consultant for a company named, Albert-Russell Inc. Albert-Russell Inc., which is a large-sized woman apparel manufacturer, has recently expanded their business services by implementing a new product line of womens swim suits. Because of the expansion, your company, Albert-Russell Inc. is in need of superior managerial decision making and they are flirting with the idea of promoting you from within.

With that in mind, you explain to your manager, Mr. Smith, that you are ready and interested in the promotion. He explains to you that Albert-Russell Inc requires all Managerial Consultants’ that wish to be promoted, to pass a series of assignments which are reviewed and graded by the Board of Directors. He also tells you that the assignments will test your knowledge and skills of managerial decision making in rational choices, alternative solutions, value models, judgment heuristics, and complex approaches.

**First, review Individual Portion to understand deliverables necessary to discuss group project in this section.**

Today, your manager (Mr. Smith) reveals that you will be assigned to a team/group to assist the company with its quest to implement a new clothing line of women's swimsuits. He explains to you that the team/group should research the procedure for implementing a new clothing line and explain the models and heuristics that would help the company get the new clothing line of women’s swimsuits running.

The first step in this project is to discuss which of the business procedures would work best for the company’s implementation of the new line of women’s swimsuits using the Small Group Discussion Board. Each member should submit his or her own ideas, but the business procedure should be chosen by consensus. The team/group should combine each member’s contributions and decide on a particular strategic option.

The team/group should divide all the research up fairly, so each member of the group is doing the same amount of work. All business procedures, models, and heuristics must be covered. The team/group should also elect one member to be the group leader. The group leader will submit the final group portion of the project.

**Individual Portion**

For the individual portion of the project, you must submit a report consisting of 500–750 words in which you research a particular business procedure and explain the models and heuristics that would help the company get the new clothing line of women’s swimsuits running.

For full credit, you must address the following in your report:

* Discuss the team/group consensus on the business procedure chosen.
* Discuss, in your own words, the business procedure you recommended, and why.
* Explain which decision-making model would work best for the implementation of your company’s new clothing line.
* Explain which heuristic(s) would work best for the implementation of your company’s new clothing line.
* Discuss your group’s decision-making ideas.
* Discuss awareness and the bounded process associated with the implementation of your company’s new clothing line.
* Give at least 3 recommendations to the team/group that would help the company get the new clothing line running.

**Here is what my group leader wants:**

I would be happy to be the group leader on this project, if anyone has any objections let me know. After listening to the chat on the group project I have come up with a list of topics that need to be covered to complete the assignment.

**The decision making models**

* Rational Choice
* Bounded Rational
* CVF
* System 1
* System 2

**The Heuristics**

* judgement
* availability
* representativeness
* Affect
* risk and loss aversion

Each person needs to pick one procedure and one heuristic to research as their part of the group deliverable. Since there are only 9 days til the assignment is do we need to establish a timeline, so that everyone has enough time to do their own individual deliverable after the completion of the group project. I would like to schedule a chat for Sunday evening if that is possible, let me know. I think individual group portions should be completed by midnight on Tuesday so I can put the final group deliverable together. Thanks team!! Mindy