Mathematical Optimization for Business

Academic Year: (2019/2020)

Review date: 19-04-2019

Department assigned to the subject: Statistics Department

Coordinating teacher: NIÑO MORA, JOSE

Type: Electives ECTS Credits : 6.0

Year : Semester :

## DESCRIPTION OF CONTENTS: PROGRAMME

- 1. Linear optimization
- Formulation of linear optimization models: decision variables, objective and constraints.
- Applications to the optimization of business decisions.
- Graphical solution and optimality of vertex solutions.
- Duality, optimality test and sensitivity analysis: interpretation and applications.
- Software-based numerical solution.
- 2. Integer optimization
- Formulation of integer optimization models.
- Applications to the optimization of business decisions.
- Linear relaxations. Bounding the optimality gap of a feasible solution. Optimality test.
- The Branch & Bound method and software-based numerical solution.
- 3. Unconstrained nonlinear optimization
- Formulation of unconstrained nonlinear optimization models.
- Applications to the optimization of business decisions.
- Local and global optimality conditions.
- Software-based numerical solution.
- 4. Equality-constrained nonlinear optimization
- Formulation of equality-constrained nonlinear optimization models.
- Applications to the optimization of business decisions.
- Local and global optimality conditions via Lagrange multipliers.
- Software-based numerical solution.
- 5. Inequality-constrained nonlinear optimization
- Formulation of inequality-constrained nonlinear optimization models.
- Applications to the optimization of business decisions.
- Local and global optimality conditions via Karush-Kuhn-Tucker multipliers.
- Software-based numerical solution.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals):	40

## BASIC BIBLIOGRAPHY

- F.S. Hillier, G.J. Lieberman Introduction to operations research, McGraw-Hill.

- H.A. Taha Operations research : an introduction, Prentice Hall.