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PLANNING AND STRATEGY MANAGEMENT | PSM-013

# Certificate in Business Decision Models

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# Course content

## Why Attend

Why Attend Effective decision-making is critical for business success, especially in environments shaped by uncertainty, competition, and rapid change. Leaders and professionals need structured models that improve judgment, reduce risk, and support better outcomes. This course provides participants with practical decision-making frameworks, analytical tools, financial evaluation methods, and implementation techniques to make smarter business decisions.

Course Methodology This course uses an interactive and practical approach through presentations, case studies, group discussions, decision simulations, analytical exercises, financial calculations, and real workplace examples.

## Course Objectives

- Understand core principles of business decision-making
- Apply structured decision-making models
- Use data to support informed decisions
- Evaluate stakeholder reactions and organizational politics
- Apply risk-based decision tools
- Use financial models for investment decisions
- Implement decisions successfully and monitor results
- Improve confidence and consistency in decision-making

## Target Audience

- Managers and Supervisors
- Team Leaders
- Business Analysts
- Project Managers



# Course content

## Target Audience

- Finance Professionals
- Strategy and Planning Staff
- Anyone involved in business decisions and problem-solving

## Target Competencies

- Decision-Making
- Analytical Thinking
- Risk Assessment
- Financial Evaluation
- Strategic Thinking
- Problem Solving
- Stakeholder Management
- Performance Improvement

## Course outline

### Day 1: Principles of Effective Decision Making

- The principles of decision making
- Decision-making assessment
- The standard decision-making model
- The decision-making spectrum
- Townsend's rules
- The RAPID model
- Building confidence in decision processes



# Course content

## Course outline

### Day 2: Using Data for Better and Informed Decisions

- Using data for better and informed decisions
- Lewin's force field analysis of support and opposition
- Scenario analysis and charting possible futures
- Mapping stakeholders' reactions
- Dealing with the politics of decisions
- Case study and group discussion

### Day 3: Risk-Based Decision Making

- Risk-based decision making concepts
- Risk impact/probability chart
- Characteristics of the risk/impact probability chart
- Decision tree analysis
- Decision tree analysis implementation steps
- Application exercises on business risks

### Day 4: Financial Literacy for Decision Makers

- Financial literacy for decision makers
- Capital budgeting and cost of capital
- Accounting Rate of Return (ARR)
- Payback Period (PP)
- Net Present Value (NPV)
- Internal Rate of Return (IRR)
- Comparing financial decision alternatives



# Course content

## Course outline

### Day 5: Implementing Your Decisions Successfully

- Implementing your decisions successfully
- Round's Trap model
- How to use it
- Shewhart's PDCA model
- How to use it
- Application exercise
- Lessons learned and action planning

# Seminar dates

## Available seminar dates

Live dates and pricing for Certificate in Business Decision Models generated from the course details page.

| Date                  | Location                | Format    | Fee      |
|-----------------------|-------------------------|-----------|----------|
| 20 - 24 July 2026     | Barcelona - Spain       | Classroom | €3,850.- |
| 3 - 7 August 2026     | Paris - France          | Classroom | €4,500.- |
| 7 - 11 September 2026 | Munich - Germany        | Classroom | €4,250.- |
| 12 - 16 October 2026  | Barcelona - Spain       | Classroom | €4,250.- |
| 9 - 13 November 2026  | Kuala Lumpur - Malaysia | Classroom | €2,250.- |
| 14 - 18 December 2026 | Munich - Germany        | Classroom | €3,450.- |

### Live online option

Online delivery is available at €1,850.-.