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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.-.