Certificate in Business Decision Models

4 – 8 April 2027
Tunis (Tunisia)



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Introduction

In an era defined by uncertainty, data proliferation, and fast-changing markets, effective decision-making has become a vital skill for business success. The Certificate in Business Decision Models is a practical, results-oriented program designed to equip executives, managers, and specialists across the MENA region with the analytical tools and structured thinking required to make sound, evidence-based decisions.

This course is tailored for professionals across industries—such as oil & gas, banking, telecom, government, HR, marketing, and project management—who aim to bridge the gap between data and strategic action. Whether you are in early, mid, or advanced stages of your career, this program empowers you with models and methodologies to drive intelligent decision-making within your organization.

Course Objectives

- Understand the foundational concepts behind business decision-making.
- Apply quantitative and qualitative tools to structure business problems.
- Analyze alternatives and assess risk scenarios.
- Use predictive models to support future-oriented decision-making.
- Evaluate business options using financial and economic techniques.
- Integrate model outcomes with strategic business goals.
- Implement decision models through real-world case studies.

Course Outlines

Day 1: Introduction to Decision-Making in Business

- Defining business decisions: operational vs. strategic.
- The stages of the decision-making process.
- Logical vs. intuitive approaches.
- Classical and behavioral decision theories.
- Uncertainty in decision-making.
- Introduction to decision frameworks.



Day 2: Quantitative Tools and Models

- Sensitivity analysis and what-if scenarios.
- Decision trees and payoff matrices.
- Linear programming fundamentals.
- Modeling constraints and optimization.
- Introduction to probability-based models.
- Workshop: building a simple model using spreadsheets.

Day 3: Predictive Analytics and Simulation

- Overview of business simulation techniques.
- Forecasting using time series and regression.
- Demand prediction and inventory modeling.
- Scenario planning and what-if tools.
- Using Excel or specialized software for modeling.
- Case study: predicting market entry outcomes.

Day 4: Decision-Making Under Uncertainty

- Decision-making in volatile environments.
- Biases and heuristics that impact judgment.
- Multi-criteria decision analysis MCDA.
- AHP, TOPSIS, and weighted scoring methods.
- Applying visual tools for communicating decisions.
- Group exercise: selecting an investment project.

Day 5: Final Projects and Evaluation

- Review of decision-making frameworks.
- Build and present a full business decision model.
- Peer feedback and critical evaluation.
- Group presentations of findings and outcomes.
- Individual assessments and wrap-up discussions.
- Certificate awarding and next steps.



Why Attend this Course: Wins & Losses!

- Gain structured approaches to complex decisions.
- Improve speed and accuracy of business analysis.
- Enhance leadership through data-backed choices.
- Expand career opportunities with a certified credential.
- Apply learning immediately to your job role.
- Network with other professionals across sectors.
- Learn from real-world case studies.
- Strengthen collaboration between departments using shared models.

Conclusion

The Certificate in Business Decision Models is more than a training—it's a strategic investment in your professional capability to think critically, act decisively, and lead confidently.

By mastering both foundational and advanced decision techniques, you'll be equipped to transform uncertainty into opportunity and data into value. In today's results-driven business world, this certification sets you apart as a decision-maker ready for tomorrow.

