

Certificate in Business Decision Models

Sharm El-Sheikh (Egypt)

2 - 6 November 2025

UK Training

PARTNER



Certificate in Business Decision Models

Code: PS28 From: 2 - 6 November 2025 City: Sharm El-Sheikh (Egypt) Fees: 3700 Pound

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.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

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.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) positioned on it. The board is white and black, and the pieces are gold and silver.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFAS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

