

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Certificate in Business Decision Models

5 days | Classroom training | English

SMART HORIZON

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London W2 6BD, United Kingdom

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Course content

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.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

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



Course content

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

09:00–09:39	The principles of decision making
09:39–10:17	Decision-making assessment
10:17–11:00	The standard decision-making model
11:00–11:30	**Coffee break**
11:30–12:04	The decision-making spectrum
12:04–12:43	Townsend's rules
12:43–13:21	The RAPID model
13:21–14:00	Building confidence in decision processes

Day 2: Using Data for Better and Informed Decisions

09:00–09:45	Using data for better and informed decisions
09:45–10:30	Lewin's force field analysis of support and opposition
10:30–11:00	Scenario analysis and charting possible futures
11:00–11:30	**Coffee break**
11:30–11:45	Scenario analysis and charting possible futures (continued)
11:45–12:30	Mapping stakeholders' reactions
12:30–13:15	Dealing with the politics of decisions



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13:15–14:00	Case study and group discussion

Day 3: Risk-Based Decision Making

09:00–09:45	Risk-based decision making concepts
09:45–10:30	Risk impact/probability chart
10:30–11:00	Characteristics of the risk/impact probability chart
11:00–11:30	**Coffee break**
11:30–11:45	Characteristics of the risk/impact probability chart (continued)
11:45–12:30	Decision tree analysis
12:30–13:15	Decision tree analysis implementation steps
13:15–14:00	Application exercises on business risks

Day 4: Financial Literacy for Decision Makers

09:00–09:39	Financial literacy for decision makers
09:39–10:17	Capital budgeting and cost of capital
10:17–11:00	Accounting Rate of Return (ARR)
11:00–11:30	**Coffee break**
11:30–12:04	Payback Period (PP)
12:04–12:43	Net Present Value (NPV)
12:43–13:21	Internal Rate of Return (IRR)
13:21–14:00	Comparing financial decision alternatives

Day 5: Implementing Your Decisions Successfully

09:00–09:39	Implementing your decisions successfully
09:39–10:17	Round's Trap model
10:17–11:00	How to use it
11:00–11:30	**Coffee break**



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11:30–12:04	Shewhart's PDCA model
12:04–12:43	How to use it
12:43–13:21	Application exercise
13:21–14:00	Lessons learned and action planning

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**£3,150.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,650.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,890.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.-**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**£3,150.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,650.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.-**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**£2,840.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**£2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**£2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Rome Confirmed dates	31 May 2027	4 Jun 2027	**£2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.–**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,820.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**£3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,650.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,890.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**£2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**£3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,940.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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