

PROGRAM INFORMATION FORMAT

Course Name	Strategic Decision-Making with Data: Statistics for Business Executives and Data Scientists
Course Name as on Certificate	Strategic Decision-Making with Data
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	This Management Development Program (MDP) is designed to bridge the gap between statistical theory and real-world strategic decision-making. In an increasingly data-centric business environment, executives and managers must move beyond intuition and develop capabilities to critically interpret data, construct models, and derive actionable insights. The program incorporates fundamental principles of statistical inference, regression analysis, risk modeling, and data-driven decision theory. Participants will acquire the skills to convert data into decisions, measure uncertainty, and support strategic efforts through analytical precision. Upon completion of the program, participants will possess a systematic methodology for addressing complicated business challenges through data and will be prepared to manage analytical projects across several sectors.
Course Objectives	• Strengthen statistical reasoning in executive decision-making under uncertainty. • Enable interpretation and application of inferential methods in business contexts. • Transform raw data into meaningful insights, enabling data-backed decisions that boost efficiency and profitability. • Enhance model-based thinking for forecasting, diagnostics, and risk analysis. • Equip participants to assess and communicate insights from statistical and regression models. • Enabling smarter decisions through data-driven models that highlight key insights and opportunities. • Build familiarity with data-driven strategic planning frameworks in functional areas such as marketing, finance, supply chain, and operations.
Eligibility	Industry professionals, consultants, and academic faculty are involved in data-driven roles across strategic planning, marketing analytics, finance, supply chain, and policy evaluation. Particularly beneficial for those seeking to integrate quantitative thinking into decision-making or transition into leadership roles in analytics-driven environments.
Program Prerequisites	A basic understanding of mathematics/statistics/business data is expected. While no programming experience is required, a working comfort with structured data (spreadsheets, tabular summaries) is advantageous.
Target Segment/ Who Should Attend	Mid-to-senior level professionals from: • Strategy, analytics, and insights teams • Operations, marketing, and finance domains • Policy evaluation units in government or international organizations • Entrepreneurs aiming to build data-driven businesses • Faculty members or researchers in applied social sciences, management, or economics
Type of Certificate	Certificate of Participation from Indian Institute of Management Jammu
Total No. of Hours	30 Hours (5 Days, 6 Hours per Day)
Fee	60000 (Double Occupancy) 70000 (Single Occupancy) (in ₹) Exclusive GST
Date	5/11/2026 to 5/15/2026
Mode	Off-Line
Pedagogy	• Lectures and interactive discussions • Case-based learning and real-data illustrations • Hands-on spreadsheet-based analytics • Simulation exercises in risk and uncertainty modelling • Capstone group projects with expert feedback
Course Content	Day 1: Statistical Thinking in Strategic Contexts • Descriptive analytics, sampling, and uncertainty • Statistical distributions and real-world data variability • Framing business problems statistically Day 2: Hypothesis Testing and Evidence-Based Decision-Making

	- Confidence intervals, significance, and managerial decisions - Misinterpretation of data and common errors in inference - Business applications in marketing, HR, and policy Day 3: Regression and Predictive Modeling - Linear and multiple regression - Model evaluation, assumptions, and diagnostics - Use cases in pricing, cost modeling, and forecasting Day 4: Risk, Bayesian Thinking, and Probabilistic Models - Decision-making under uncertainty - Bayesian updating and risk communication - Applications in supply chain, healthcare, and finance Day 5: Strategy Design, Visualization, and Capstone Project - Building executive dashboards with statistical summaries - Capstone project presentations - Feedback and wrap-up discussion
Key Programme Highlights/USP	- Applied focus with direct translation of analytics to decisions - Structured exposure to modeling under uncertainty - Balanced mix of quantitative methods and executive interpretation - Blended delivery with high engagement and case richness - Final capstone project with real data and feedback
Program Directors	Dr. Sumit Maheshwari and Dr. Pratik Maheshwari
Key Attractions for sessions	- Hands-on data modeling without coding - Real-life case studies from business and public policy - Diagnostic tools for business forecasting and performance analysis - Visualization and communication strategies for decision-makers - Application of Bayesian thinking in complex managerial settings