

PROGRAM INFORMATION FORMAT

Course Name	Data Driven Decision Making
Batch	1
Course Name as on Certificate	Data Driven Decision Making
Certificate Issued by	Indian Institute of Management (IIM) Jammu
Institute	Indian Institute of Management (IIM) Jammu
Introduction	In the rapidly evolving and dynamic ecosystem of today, it is crucial for functional managers to remain cognizant of the opportunities that data science presents. Whether in finance for optimal fundraising or investment decisions, in marketing for targeting appropriate consumer segments, or in logistics for scheduling shipments in Supply Chain, every functional area manager must comprehend data driven decision making technologies and their uses. The era of relying solely on intuition and experience for decision-making is passed; organizations can no longer afford this approach. It is imperative for managers to recognize the intricacies of data science and embrace it as the future of decision-making. Managers across all functional areas overwhelmingly concur that data driven decision making is transformative; however, a limited number possess the necessary skills and strategies for effective utilization. This training is tailored for managers seeking to acquire data driven decision making methodologies for practical use inside their functional sector.
Course Objectives	❖ Learn to make accurate decisions based on facts and figures, instead of intuition and gut feeling. ❖ Learn to use the latest software and tools for data mining. ❖ Learn the descriptive, predictive and perspective analytics methods
Eligibility & Program Prerequisites	● Graduation or bachelor's degree or equivalent/ 2 years master's degree or equivalent from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline. ● Working professionals from any domain. ● Corporate-nominated candidates (with possible graduation criteria exemption for experienced participants). ● Prerequisites: Nil
Target Segment/ Who Should Attend	1. Mid-Level and Senior Managers Professionals looking to enhance their decision making capabilities 2. Aspiring Leaders and Future Managers Individuals preparing for data based roles who want to develop a solid foundation 3. Functional Heads Across Domains (Professionals from) ● Information Technology (IT) & Computer Science ● Marketing ● Finance ● Operations & Supply Chain, ● Economics ● Consulting, Strategy, Entrepreneurship & Policy making ● Organization Behavior and Human Resource ● Health Care professionals ● Other cross-functions ● Etc. All those aiming to use agile principles of scrum and sprint into strategic, tactical and operational decision making and business goals. 4. Data Professionals Transitioning to Leadership Roles Data scientists, analysts, and IT professionals who want to advance into strategic sourcing and procurement roles within their organizations. 5. Entrepreneurs and Business Owners

	Entrepreneurs looking to scale their businesses by making informed decisions and improving overall management practices. 6. Consultants and Strategy Professionals Consultants who need to combine analytics with data skills to deliver better outcomes. 7. Academicians and Researchers Professionals from academia who wish to apply data science principles in teaching, research, or industry collaborations. 8. Project and Program Managers Managers overseeing complex projects who want to enhance their ability to analyze data and lead teams effectively. 9. Professionals in Transition Individuals switching industries or roles who need to upskill in management for career advancement. This program is ideal for professionals across manufacturing and service industries both, who aspire to lead in a competitive business environment while developing strategic management expertise.
Type of Certificate	Certificate of Completion: A Certificate of Completion will be issued to the participant who will fulfil all criteria (Attendance & Evaluation) related to completion of course. Certificate of Participation: A Certificate of Participation will be issued to the participant who fails to fulfil criteria (Attendance & Evaluation) related to completion of course.
Total No. of Hours	30 hours (Online only)
Fee	30000 + 18% GST
Date	10 th Jan 2026 to 15 th March 2026
Mode	Online Weekend Batch (Sunday Only)
Teaching and Learning Pedagogy	❖ The teaching pedagogy will have online classes on weekends Sunday with 2 session of 1.5 hours each day. where basics and fundamentals concepts of data science and decision making will be covered. ❖ After covering the fundamentals, the real time application in industry, corporate and government sectors will be covered. Here Candidates will be provided class notes, live case studies, practice problems in form of home-work and assignments. The program will require the participant to work individually or in groups. ❖ To enhance the experience and learning, live hands on and tutorials from domain experts on corporate/industrial software. ❖ Regular Evaluation will involve surprise quizzes ❖ Industrial software hands on practice and tutorials ❖ Providing course feedback and final exam will be mandatory for overall program completion.
Course Content	● Exploratory data analysis ● Data mining, Data extraction, Outlier handling, Data visualization ● Econometrics and Regression analysis ● Time series analysis ● Clustering analysis ● Decision Tree analysis ● Monte Carlo simulation ● Data Uncertainty and its handling techniques ● Text analytics ● Use of Generative AI in Data handling ● Applications of Tools with real time case studies
Key Programme Highlights/USP	Flexible-Non-office timings, Weekend classes: Saturday (3 hours) and Sunday (3 hours) sessions ✓ Certification from IIM Jammu ✓ Access to alumni networks, mentorship programs, and industry connections. ✓ Globally recognized certification upon completion, providing better job opportunities

	✓ Valuable credential for advancing in roles such as CEO, CFO, CIO, Strategy, Team Leaders, Business consultant, Project consultant, Project Manager, Product Manager, Procurement Manager, Supply Chain Managers, Warehouse Managers, Retailer Manager, Vender Manager, Procurement Manager, Quality Manager, etc. ✓ End-term project and campus visit Learning from India's top notch faculty members with industry expertise.
Program Directors	▪ Dr. Rajesh Sikka, Professor, IIM Jammu ▪ Dr. Kapil Gumte. Assistant Professor, IIM Jammu ▪ Dr. Pradeep Kumar Tarei, Assistant Professor, IIM Jammu
Key Attractions for sessions	• Special Sessions by Industrial domain experts • Exposing hidden secrets of both i.e. failures and success of a existing Data driven decisions • Hands on Practice of live industrial project on Softwares: Fully Online Course with LIVE online Interactive lectures that provides a “real” classroom experience in a “virtual” environment. No Isolated experience. • Convenient weekend schedules. • Learn from Anywhere – No need to travel to an Institute or training center. Candidates may learn from the comfort of his/her home.