

PROGRAM INFORMATION FORMAT

Course Name	Data Strategy: Data Driven Decision Making for Managers
Course Name as on Certificate	Strategic Data Management
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	In today's fast-paced world, organizations rely on data to drive strategic decisions, optimize operations, and gain a competitive edge. This course on Data-Driven Decision Making will equip you with the skills to collect, analyze, and interpret data to make informed business decisions. You will explore key concepts such as data collection methods, statistical analysis, visualization techniques, and predictive modeling. Through real-world case studies and hands-on exercises, you will learn how to turn raw data into actionable insights. By the end of this course, you will have the knowledge and tools to confidently use data in decision-making processes, improving efficiency and effectiveness in any professional setting.
Course Objectives	Understand Data Fundamentals – Learn key concepts of data collection, processing, and analysis to support informed decision-making. Develop Analytical Skills – Apply statistical and visualization techniques to interpret data and uncover actionable insights. Make Data-Driven Decisions – Use data-driven approaches, including predictive modeling and performance metrics, to optimize business strategies and problem-solving.
Eligibility	UG degree
Program Prerequisites	Need a laptop and basic knowledge of Excel.
Target Segment/ Who Should Attend	Anyone who like to learn the skill of making decision using data.
Type of Certificate	MDP certificate from IIMJ.
Total No. of Hours	18 hours
Fee	Rs.20,000 (Early Bird: Rs.18,000) (exclusive of GST)
Program Date	4.10.2025 to 26.10.2025
Early Bird Registration Deadline	15.9.2025
Registration Deadline	1.10.2025
Mode	Online

Pedagogy	Hands-on Experience with MS Excel, and Python; Case Studies with real world data.
Course Content	Measures of Central Tendency: Mean, Median Mode Measures of Dispersion: Range, Variance and Standard Deviation. Measures of Association: Correlation, Spearman correlation. Test of Hypothesis: Chi-square test, t-test , z-test and ANOVA. Multivariate Analytics: Regression techniques. Data Visualization Techniques using Excel/PowerBi/Tableau. Strategy Formulation: How to generate strategies/Decisions using data. All the concepts will be taught using real time situations (business data) and how to create decision based on the results generated. The participants will be provided with sufficient datasets and reading sources to practices on their own.
Key Programme Highlights/USP	Will enable managers to formulate better strategies/decisions with support of data Will give hands on experience for managers on softwares like excel, python, PowerBi/Tableau
Program Directors	Dr. Jaganth.G Dr. Sumesh Soman
Key Attractions for sessions	In today's data-driven world, making decisions based on intuition alone is no longer enough. This course empowers you with practical data analysis skills and real-world applications to enhance decision-making in business, finance, healthcare, marketing, and beyond. Whether you're a professional looking to advance your career or an entrepreneur aiming to optimize strategies, this course provides the tools to transform raw data into meaningful insights and competitive advantages.