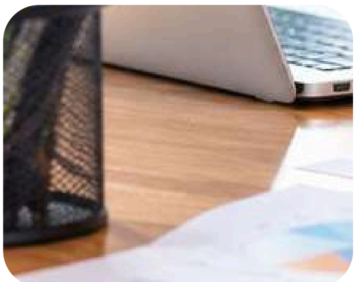
GOA INSTITUTE OF MANAGEMENT
PORIEM, SATTARI, GOA

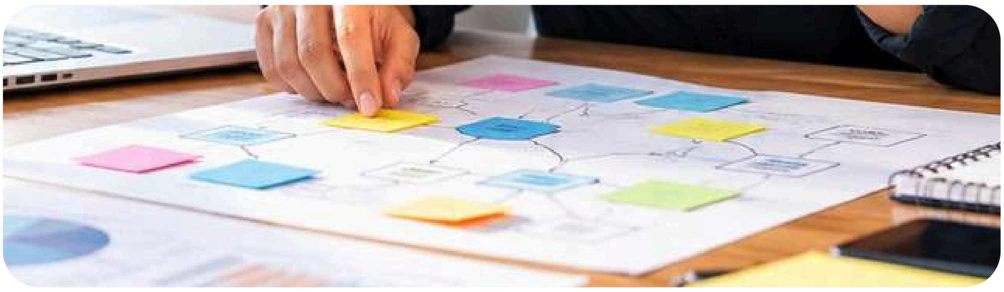
Management Development Programmes

Strategic Decision-Making: Tools and Techniques

A two-day, case-based programme for making sharper strategic choices

FRAME | EVALUATE | CHOOSE | ACT





FORMAT
In-Person, Case-Based MDP

DURATION
Two Days

SESSIONS
6 Faculty-Led Sessions

CONTACT TIME
9 Instructional Hours

DAILY TIMING
9:30 AM–4:00 PM

DATES
20th–21st February 2027

1. Programme Overview

PROGRAMME PROPOSITION Strategic decisions are rarely difficult because managers lack information. They are difficult because the information is incomplete, objectives conflict, consequences are uncertain and competitors react. This MDP equips participants with practical tools to frame, evaluate and defend consequential choices across pricing, finance, competitive strategy, corporate strategy and the emerging GenAI context.

The programme is designed as an intensive two-day learning experience rather than a sequence of lectures. Every session begins with a decision situation, uses a case or caselet to surface competing interpretations, and concludes with a concise set of tools that participants can transfer to their own organisations. The emphasis is on disciplined managerial judgement: combining evidence, analytical techniques, strategic logic and responsible executive accountability.

Programme Objectives

- **Distinguish** strategic decisions from routine operational choices and frame them around the right question.
- **Use pricing and financial tools** without allowing a single metric to dominate the decision.
- **Anticipate competitor response** and recognise the trade-offs embedded in competitive positioning.
- **Evaluate corporate-level choices** concerning scope, growth vehicles, integration and diversification.
- **Communicate a recommendation** that makes assumptions, risks, alternatives and implementation implications explicit.

Who Should Attend

The MDP is suitable for mid- to senior-level managers, business-unit and functional leaders, entrepreneurs, family-business executives, consultants and high-potential professionals whose roles require them to make or influence consequential organisational decisions. A cross-functional cohort will enrich the case discussions by bringing multiple managerial perspectives to the same decision problem.

2. Two-Day Programme Schedule

Each academic session is designed for 90 minutes. The 15-minute morning break and lunch from 12:45 p.m. to 2:30 p.m. are protected on both days. Saturday develops the individual manager's decision discipline through framing, pricing and financial evaluation; Sunday moves outward to competitor interaction, corporate scope and responsible GenAI-enabled judgement.

DAY	TIME	BLOCK	DECISION FOCUS
Saturday	09:30-11:00	Session 1: Basics of Strategic Decision-Making	How should an ambiguous strategic problem be framed before analysis begins?
	11:00-11:15		**Tea/coffee break**
	11:15-12:45	Session 2: Pricing Decisions	What price best balances customer value, economics and competitive response?
	12:45-14:30		**Lunch**
	14:30-16:00	Session 3: Financial Decisions	Which investment or allocation creates value under uncertainty?
Sunday	09:30-11:00	Session 4: Competitive Strategy Decisions	Where should the firm compete, and what should it deliberately choose not to do?
	11:00-11:15		**Tea/coffee break**
	11:15-12:45	Session 5: Corporate Strategy Decisions	Should the firm build, partner, acquire, integrate or diversify?
	12:45-14:30		**Lunch**
	14:30-16:00	Session 6: Strategic Decisions in the GenAI Era	How should leaders use GenAI to strengthen strategic decisions while preserving verification, confidentiality and accountability?

3. Teaching Pedagogy

The MDP will use the case method as its principal pedagogy. Cases will place participants in the role of the decision-maker and require them to commit to a course of action before the faculty introduces the relevant framework. Depending on the topic, the reading pack may combine full-length cases with shorter decision caselets so that preparation remains realistic across the two-day format.

4. Expected Learning Outcomes

- Frame strategic decisions clearly and identify the relevant alternatives, assumptions, trade-offs and decision thresholds.
- Combine qualitative strategic reasoning with pricing and financial evidence.
- Anticipate competitor and stakeholder reactions rather than treating the firm as acting in isolation.
- Assess whether corporate growth choices create additional value and whether ownership is justified.
- Use GenAI productively and responsibly while preserving verification, confidentiality and executive accountability.
- Present concise, evidence-based recommendations that remain robust under challenge.

5. Administrative Points For Confirmation

ITEM	PROPOSED TREATMENT
Programme dates	20^{th}–21^{st} February 2027
Venue	GIM campus
Cohort size	Recommended 30-45; final minimum and maximum to be agreed
Programme fee	25,000 INR per participant (inclusive of taxes)
Faculty	To be decided
Case materials	Digital reading pack; licensing or reproduction charges, if any, to be confirmed
Certification	A Certificate of Completion will be awarded by Goa Institute of Management, subject to applicable attendance requirements

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