



Accredited "A" Grade by NAAC

**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**

INDIRAPURAM, GHAZIABAD

An Autonomous Institution

## Management Development Program

# Decoding Decision Making in a VUCA World

Register Now



**SATURDAY**

**07th February 2026**



**TIME**

**10:00 AM to 4:00 PM**



**ONLINE**



**Jaipuria Institute of Management**

Block A Gate no-2, Shakti Khand IV, Indirapuram, Ghaziabad - 201014

Affiliated to Dr Abdul Kalam Technical University Lucknow

0120-4550100

[mdp@jaipuriamba.edu.in](mailto:mdp@jaipuriamba.edu.in)

[www.jaipuriamba.edu.in](http://www.jaipuriamba.edu.in)

# INTRODUCTION

In a rapidly shifting VUCA (Volatile, Uncertain, Complex, Ambiguous) environment, managers are expected to make sound decisions despite incomplete information, market unpredictability, and operational complexities. This MDP is designed to help participants build clarity, analytical strength, and strategic confidence while navigating high-pressure business scenarios.

The program introduces modern decision frameworks, multi-criteria evaluation tools, hands-on case analysis, and AI-enabled insights. By blending analytical techniques with practical applications, participants learn how to assess risks, interpret data, identify critical factors, and make informed decisions that create measurable business impact.

## WHY SHOULD YOU ATTEND ?

- To overcome VUCA uncertainty using tried-and-true methods like AHP, decision matrices, and AI prompts that help you make better decisions under pressure.
- Decode internal team dynamics and external market shifts to achieve faster, smarter results across projects and budgets.
- Master case-based frameworks for real-world scenarios ranging from crisis response to growth strategies.
- Leave with knowledge of using AI decision accelerators and collaborative strategies for improved team alignment and agility. Essential for all managers managing today's unpredictable business environment.

## WHO SHOULD REGISTER?

- Senior and Mid-Level Managers who manage teams, markets, and operational decisions
- Business Leaders and Entrepreneurs seeking structured, analytical decision approaches
- Functional Heads from Sales, Marketing, SCM, Retail, Operations, and Analytics
- Consultants and Strategic Advisors involved in problem-solving and business evaluation

**E-CERTIFICATES WILL BE PROVIDED TO ATTENDEES**





# MODULE



## SESSION 1

**10:00 AM-11:30 AM**

### **Decision Making in a VUCA Market**

- Best habits of effective decision-makers
- Types of decision-making environments
- Challenges and opportunities in VUCA conditions

## SESSION 2

**11:45AM -1:15PM**

### **Multi-Criteria Decision Making (MCDM) for Managers**

- Identifying critical internal and external variables
- Applying AHP, weighted scoring, and decision matrices
- Choosing optimal solutions when multiple factors are involved

**LUNCH - 1:15PM-2:00PM**

## SESSION 3

**2:00PM-3:00PM**

### **Case-Based Decision Making**

- Applying decision frameworks to FMCG and service-sector challenges
- Excel simulation of structured decision-making models

## SESSION 4

**3:00PM-4:00PM**

### **AI-Driven Managerial Decision Making: Smart Generative AI Prompts**

- Role of AI in modern managerial decisions
- Using effective AI prompts for HR, Marketing, Finance & Operations
- Importing, cleaning, and visualizing business data
- Integrating analytics with managerial judgment

**Register Now**



**Fee per participant**

**₹ 1,000/-**

**For more information, feel free to contact:**

**Dr. Anubha: 8178444191 | Dr. Himanshu Sharma: 9717249585**



## Message from the Director's Desk

At Jaipuria Institute of Management, we strongly believe that continuous learning is essential for sustained professional and institutional excellence. Our Management Development Programmes (MDPs) and Faculty Development Programmes (FDPs) are carefully curated to address emerging business challenges, academic advancements, and leadership imperatives. Through a blend of industry engagement, research-driven insights, and experiential learning, we aim to enhance managerial effectiveness and academic competence. We invite professionals and academicians to engage with Jaipuria's learning ecosystem and embark on a journey of knowledge enhancement, innovation, and lifelong growth.

### **PROF. (DR.) DAVIENDER NARANG**

Director, Jaipuria Institute of Management, Ghaziabad

## DETAILS OF THE RESOURCE PERSON:



### **Dr. Anubha**

Professor

Dr. Anubha is a Professor at Jaipuria Institute of Management, Ghaziabad, with over 26 years of extensive experience in teaching and research in the areas of Marketing and Operations. She holds a Ph.D., MPhil, MSc, and MBA, and previously served at SRM University for twelve years. Her research interests encompass social media marketing, Islamic marketing, electronic word of mouth, advertising, and consumer behaviour. She has published widely in leading ABS, ABDC- A, SCI/SCIE, Scopus-, and Web of Science-indexed journals and serves as a reviewer for reputed Elsevier, Sage, and Emerald journals. Her academic expertise includes data analysis, questionnaire design, and advanced statistical techniques such as EFA, CFA, SEM, and moderated mediation.



### **Dr. Himanshu Sharma**

Assistant Professor

Dr. Himanshu Sharma serves as Assistant Professor of Management at Jaipuria Institute of Management, Ghaziabad. A PhD, MPhil, and MSc graduate in Operational Research from the University of Delhi, he brings prior experience from Delhi University, IILM, and ICSSR-funded projects. His research expertise spans online marketing, multi-criteria decision making, and path analysis modeling, evidenced by publications in Scopus/ABDC journals, book chapters, co-edited volumes, and international conference presentations.



# LEADERSHIP TEAM



**Shri. Shishir Jaipuria**  
Chairman and Patron



**Prof. (Dr.) Daviender Narang**  
Director  
Jaipuria Institute of Management,  
Ghaziabad

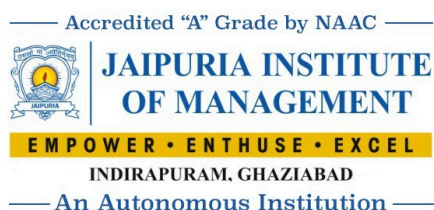


**Prof. (Dr.) Ruby Bhatia**  
Professor & Dean of Academics  
Jaipuria Institute of Management, Ghaziabad



Jaipuria Institute of Management, Ghaziabad, backed by the 80-year legacy of the Seth Anandram Jaipuria Education Society and guided by Shri Shishir Jaipuria, is a premier autonomous management institute in Northern India. It offers AICTE-approved MBA programmes in Business Administration, Business Analytics, and Banking and Financial Services, affiliated with Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

With a strong focus on Management Development Programmes (MDPs) and industry-academia collaboration, the institute delivers executive education, industry-led training, and experiential learning. Committed to excellence, Jaipuria Institute of Management nurtures competent managers, leaders, and entrepreneurs through quality education, research, and knowledge dissemination.



**Block A, Gate No-2, Shakti Khand  
IV, Indirapuram Ghaziabad-201014  
(U.P.), India Ph: 0120-4550100  
Toll Free No.: 1800-102-3488**

**[www.jaipuriamba.edu.in](http://www.jaipuriamba.edu.in)**

Knowledge Providers



Scan QR  
to Registration

