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COURSE BROCHURE

Decision Modelling for Capital and Pricing Choices Training Course

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Istanbul

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Decision Modelling for Capital and Pricing Choices Training Course

Ref: 2056_75719 **Date:** 8 – 12 August 2027 **Location:** Istanbul **Fees:** 4900 GBP

Decision Modelling for Capital and Pricing Choices is a 1-week advanced training course for finance managers, business analysts and strategy leads who must compare competing investment, price-point and capacity options and defend a single recommendation, each building an Option Appraisal Decision Pack. Boards now expect every major choice to arrive with tested alternatives, quantified uncertainty and a clear decision rule. Jupiter Prime Training delivers Decision Modelling for Capital and Pricing Choices.

Why Decision Modelling for Capital and Pricing Choices Matters Now

Three pressures shape this discipline today. Volatile input costs and interest rates make single-point forecasts fragile, so leaders ask what happens across a range of outcomes. Investors scrutinise how capital is rationed between projects. Commercial teams must know how volume responds before moving price. An organisation that models choices well commits capital where returns survive stress; one that models badly locks in plants, contracts or tariffs that later erode value. The course rests on discounted cash flow DCF, expected monetary value EMV and real options analysis.

Who Gains Most from Decision Modelling for Capital and Pricing Choices

- Professionals who prepare investment appraisals and capital allocation papers for executive committees
- Analysts responsible for price-volume elasticity estimates and tariff or discount proposals
- Planners who size production lines, fleets, warehouses or service capacity against demand
- Strategy staff who compare market entry, build-versus-buy and divestment alternatives
- Controllers who challenge business cases before funds are released

A finance business-partnering group that attends together gains most, sharing one decision-rule language afterwards.

Decision Modelling for Capital and Pricing Choices Capabilities

Participants move from forecasting to structuring a choice and its decision rule.

- Design a choice architecture that sets mutually exclusive alternatives side by side — investment committee
- Calculate net present value, internal rate of return and payback for each option — capital rationing
- Build decision trees with probabilities and expected monetary value — staged project approvals
- Test price elasticity and contribution scenarios before a tariff change — commercial leadership

- Weigh flexibility value to defer, expand or abandon a project — board strategy sessions
- Communicate tornado charts and break-even thresholds in one decision page — executive sponsors

Key Decision Modelling for Capital and Pricing Choices Terms

- Expected monetary value — the probability-weighted average payoff of a branch or option across all its possible outcomes.
- Decision tree — a diagram of sequential choices and chance events that shows payoffs and probabilities for each path.
- Real option — the right, not the obligation, to defer, expand, switch or abandon an investment as information arrives.
- Price elasticity of demand — the percentage change in volume sold that follows a one per cent change in price.
- Tornado chart — a bar chart ranking input variables by how far each one moves the output when flexed.
- Hurdle rate — the minimum return an organisation requires before it approves capital for a project.

Decision Modelling for Capital and Pricing Choices Day by Day

Day 1: Framing the Choice

- Choice Architecture Mapping — Which Alternatives Deserve Modelling at All
- Decision Criteria Hierarchy — Balancing Return, Risk and Strategic Fit
- Influence Diagrams — Separating Controllable Levers from Chance Events
- Base Case Versus Do-Nothing Option — Setting the Comparison Benchmark
- Hurdle Rate and Cost of Capital Inputs — Approval Thresholds

Day 2: Capital Investment Appraisal Models

- Incremental Cash Flow Schedules — Isolating What the Project Truly Changes
- NPV, IRR and Discounted Payback Comparison — Ranking Mutually Exclusive Projects
- Profitability Index Ranking — Rationing a Fixed Capital Budget
- Replacement and Lease-Versus-Buy Models — Asset Renewal Timing
- Terminal Value and Residual Asset Assumptions — Long-Life Project Credibility

Day 3: Pricing and Capacity Decisions

- Price Elasticity Curves — Forecasting Volume Response to a Tariff Change
- Contribution Margin and Break-Even Volume — Discount and Promotion Limits
- Capacity Utilisation Models — Adding a Shift, Line or Site
- Make-or-Buy Cost Comparison — Outsourcing a Component or Service
- Bundle and Tiered Price Structures — Customer Segment Profitability

Day 4: Uncertainty, Trees and Flexibility

- One-Way and Two-Way Data Tables — Identifying the Inputs That Swing Value
- Tornado and Spider Charts — Prioritising Further Investigation
- Decision Trees with Expected Monetary Value — Staged Go or Stop Gates
- Monte Carlo Simulation Basics — Probability of Missing the Hurdle Rate
- Real Options to Defer, Expand or Abandon — Valuing Managerial Flexibility

Day 5: Practising the Option Appraisal Decision Pack

- Choice Architecture Applied to a Live Proposal — Confirming the Alternatives
- Appraisal and Pricing Models Linked — One Consistent Set of Drivers
- Sensitivity and Tree Results Combined — Stating the Decision Rule
- One-Page Decision Summary Design — Executive Committee Readability
- Option Appraisal Decision Pack — Final Recommendation and Fallback Option

Applying Decision Modelling for Capital and Pricing Choices After the Course

- Rebuild one pending capital request as a decision tree with expected monetary value.
- Run a price elasticity and break-even test on the next planned tariff or discount change before it is approved.

Decision Modelling for Capital and Pricing Choices Questions FAQ

What is decision modelling for capital and pricing choices and why does it matter now?

It is the practice of modelling competing investment, price and capacity options side by side under uncertainty. It matters now because volatile costs and rates make single forecasts unreliable, and boards expect tested alternatives with a stated decision rule before releasing funds.

Which roles gain most from decision modelling for capital and pricing choices?

Finance managers, business analysts and strategy staff gain most. You benefit if you write or challenge investment, price or capacity cases.

How does decision modelling for capital and pricing choices differ from a general financial modelling course?

It focuses on the choice rather than the forecast. A general modelling course builds integrated statements; this one compares alternatives with trees, elasticity curves and real options.

What do you bring back from decision modelling for capital and pricing choices?

You bring back a finished decision pack for a real proposal. It holds the alternatives, linked models, sensitivity results and a one-page recommendation with a fallback.

Decision Modelling for Capital and Pricing Choices: The Way Forward

The Option Appraisal Decision Pack first informs whether a pending capital request or price change should proceed, wait or be redesigned. Investment committees and commercial directors use it to see alternatives and risks on one page. After its first use, revisit the probability estimates and flexibility assumptions against what actually happened, and tighten the decision rule accordingly.