



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Data-Driven Argumentation for Competitive Advantage

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 230081 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to construct compelling, data-driven arguments that provide a competitive edge in business. Participants will learn to critically evaluate qualitative and quantitative data, structure persuasive arguments, and present findings to influence decision-making and drive organisational success.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	230081
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse qualitative and quantitative data to extract meaningful insights for argumentation.
- Construct a well-structured argument that integrates data evidence to support a business case.
- Evaluate the credibility and relevance of data sources to strengthen argument validity.
- Present data-driven arguments effectively to diverse audiences using appropriate formats.
- Apply critical thinking to anticipate counterarguments and refine the argument for competitive advantage.

WHO SHOULD ATTEND

- Professionals across all sectors who need to present evidence-based arguments to stakeholders, including managers, analysts, consultants, and team leaders seeking to enhance their persuasive communication skills.

COURSE OUTLINE

Day 1: Foundations of Data-Driven Argumentation

- What is data-driven argumentation?
- The business case for evidence-based decisions
- Types of data: quantitative vs qualitative
- Introduction to argumentation theory (Toulmin model)
- Cognitive biases affecting data interpretation
- Ethical considerations in data use

Day 2: Data Collection and Quality

- Primary vs secondary data sources
- Sampling methods: random, stratified, convenience
- Data quality dimensions: accuracy, completeness, consistency
- Data cleaning techniques: handling missing values, outliers
- Introduction to data governance and ethics
- Practical: assessing a dataset for quality

Day 3: Analytical Tools and Techniques

- Descriptive statistics: mean, median, mode, standard deviation
- Data visualisation principles and chart types
- Introduction to hypothesis testing (p-values, confidence intervals)
- Correlation analysis
- Simple linear regression
- Overview of advanced analytics (machine learning basics)

Day 4: Building Sound Arguments from Data

- Toulmin model in practice: claim, data, warrant, qualifier, rebuttal
- Evaluating evidence: source credibility, sample size, effect size
- Common logical fallacies: hasty generalisation, false cause, cherry-picking
- Argument mapping tools
- Narrative structures for data stories
- Practical: build an argument from a case dataset

Day 5: Communicating Data-Driven Arguments

- Audience analysis: executives, peers, clients
- Dashboard design best practices
- Report writing: executive summaries, key findings, recommendations
- Verbal communication: elevator pitches, Q&A; sessions
- Handling pushback: acknowledging limitations, alternative interpretations
- Practical: prepare a 5-minute data presentation

Day 6: Integrating Argumentation into Business Processes

- Decision-making frameworks (e.g., rational, bounded rationality)
- Key performance indicators (KPIs) and balanced scorecards
- Root cause analysis with data
- Scenario planning and what-if analysis
- Change management for data-driven culture

- Case studies of successful data-driven organisations

Day 7: Capstone Project and Review

- Capstone project brief: define problem, collect/analyse data, build argument
- Project work time with facilitator guidance
- Group presentations and peer review
- Debrief and lessons learned
- Action planning: applying skills at work
- Course evaluation and certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	11 Aug 2026	On-Campus	Johannesburg, South Africa
04 Aug 2026	12 Aug 2026	On-Campus	Mauritius
05 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
07 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	17 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	18 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Mauritius

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 230081) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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