

# Building a Business Case

## Course Contents

### Course Introduction

Administration, Objectives

### The Management Environment

An overview of the corporate decision-making environment, and the role of the Business Case in that process; the role of the feasibility study.

### Business Case Overview

Typical contents of a business case, and the place of the business case in various proprietary lifecycles

### Business Case Planning

Likely planning approaches for producing a business case

### Using Belbin Profiles

Many people find it difficult to make objective decisions. Belbin gives us a way of identifying individual strengths

### Evaluation of Alternatives

Evaluation matrices and other objective selection methods

### Components of Cost

Estimating development, running and maintenance cost

### Turning Features into Benefits

Identifying benefits, and placing value on them

### Cost/Benefit Analysis

Payback tables, discounted cash flow, net present value, and internal rate of return.

### Risk Identification

Tempering the proposals with a realistic examination of the risks involved.

### Outline Project Planning

Proving that the proposals are possible



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## What is a Business Case?

Many organisations require a financial justification of a proposed project before any decision to proceed can be made. Most formal project management methodologies call for such an analysis, albeit at different times in the project lifecycle. The content and format (and, indeed, the actual name) of this analysis can vary, but the underlying principles are always the same, namely to answer the question 'is the project worth doing?'

## Course Description

This 2-day course focuses on techniques for building a business justification for a project, from the costs and benefits through risks to an outline project plan. The role of the customer/user is also considered. The relationship between a Feasibility Study and a Business Case is explored.

## Course Objectives

On completion of this course delegates will have clear practical strategies for producing a cost/benefit analysis, an outline risk assessment, and an outline project plan. The course contains a case study, so that delegates can put the theories into practice.

## Who should attend?

This course will be useful for Business Analysts or Project Managers who have to produce a Business Case as part of the proposal stage for a project. The methods and techniques covered are generic, and are completely applicable within any proprietary project management methodology.

DURATION 2 DAYS

