Business Case Writing

Certificate: None	**Language:** English
Duration: 8 Hours	**Credits:** 8
Course Delivery: Classroom / Virtual	

Course Overview:

Business Strategy execution depends upon developing and implementing the best solution. Success however, relies upon basing the solution on the right requirements, drawn from a sound and robust Business Case.

This one day program will introduce participants to the principles of developing an effective Business Case, within the context of an interactive course driven by a case study. This workshop will provide participants with a working knowledge of the principles of writing an effective, comprehensive and compelling Business Case. The course is driven by participation in a case study, promoting immediate workplace transference.

Learning Objectives:

- Implement the most appropriate solution for the issue or opportunity, increasing the return on investment .
- Provide the solid foundation for projects to generate results.
- Allow organisations to begin to create a reputation for consistently successful delivery of project initiatives, through the enhanced capabilities of their Project Managers and Business Analysts.

- Participants' requirements will be comprehensive and measurable, assisting executives with good decision making, increasing the rate of successful implementation and returns to the business.
- Participants will leave the workshop with a thorough understanding of the process and disciplines which facilitate the delivery of objective requirements with measurable benefits.
- Participants will be provided with tools, templates and guidance for immediate use back in the workplace.

Prerequisites:

There are no prerequisites for this course.

Course Materials:

Students will receive a course manual with presentation slides and reference materials.

Examination:

There is no exam.

Agenda:

Introducing the Business Case

- The nature and purpose of a Business Case
- Business Case Objectives
- Main Points
- Business Case preparation checklist

Business Writing Skills

- Writing an Executive Summary
- Business writing – trends and errors
- Principles of effective writing
- Elements of style
- Rules for effective writing

Writing a Business Case

- Executive Summary
- Proposed Project
- Costs and Benefits (Qualitative and Quantitative)

Template

- Business Case

Target Audience:

There is no Eligibility Criteria for this training, anyone can attend this training

Technical Requirements:

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Internet for downloading the eBook

Laptop, tablet, Smartphone, eReader (No Kindle)

Adobe DRM supported software (e.g. Digital Editions, Bluefire Reader)

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