

Course Title: Writing Effective Business Cases

2 Day Workshop – Course BA03

BA03 - Writing Effective Business Cases

Course ID: BA03

Credits: 14 PDUs

Course Level: Basic/Intermediate

Prerequisites:

No prerequisites - This course suitable for both novices and experienced people who need to develop and justify the business case. It is recommended that participants complete the BA01 – Business Analysis Essentials course prior to enrolling.

Course Objectives: Learn the steps to effective business case development and support your strategic business recommendations with sound budgeting and financial back-up. The one course you need to make high-impact recommendations and receive full management support for your ideas.

Included:

- Full Student Guide
- Business case template

Course Duration: 2 days

Intended Audience: This skills-intensive workshop is ideal for experienced managers, directors and corporate officers who regularly develop and present budgets, business plans and recommendations.

Learning Objectives:

- Develop requirements for software-intensive systems using proven methodologies
- Apply use cases to software development initiatives
- Build a use case-based requirements model
- Write user stories and brief, casual, fully developed use cases
- Model user interface using mock-ups and develop a data model
- Validate requirements, manage the changes and keep traceability

Course Outline:

Section 1: Introduction

- Purpose of a business case
- Who is involved
- What to look out for

- Define the business case elements

Section 2: Building the business case for new ideas

- Overcoming financial, managerial and organizational barriers to new concepts and strategies
- Using the Business Case approach to compel others to support your vision for success
- Financial and strategic measurement tools

Section 3: Five key steps when planning and presenting a business case

- Step 1: Problem/ Opportunity Identification
- Step 2: Analysis of Success Drivers/Impediments
- Step 3: Presenting Strategic & Tactical Alternatives
- Step 4: Comprehensive Evaluation & Recommendations
- Step 5: Implementation & Action Planning

Section 4: Analyzing your Business case

- Financial analysis
- Risk analysis
- Feasibility analysis

Section 5: Presenting the business case to your organization

- Communicating with your audience
- Identifying critical decision criteria and objectives
- How to package and present your case for maximum impact
- Anticipating and responding to challenges

Section 6: Additional resources

- Other useful books and links on business cases