CVR / IT Consulting

Commitment / Vision / ResultsSM

Toll Free (US): (800) 877-8129
Office: (919) 495-7371
Email: info@cvr-it.com
Web site: www.cvr-it.com

Business Case Development

Course Overview

The Business Case is a document used to characterize proposed projects in support of a formal project selection process. When properly written, this document contains all of the information that management needs to make an informed funding decision.

Business Case Development provides two full days of practical training in the development of this critically important document. This course first explains the purpose and function of the Business Case and its role in the project selection process. Then participants are led through a series of hands-on exercises during which they systematically build an actual Business Case document for a project relevant to their own organization. Course topics include:

- Managing your investment in projects
- How projects support strategy
- Business Value and Return on Investment (ROI)
- Definition of Project Success
- Project Selection process: using a Business Case
- How the Business Case adds value
- Business Case structure and content
- Developing data for the Business Case

Who should attend

This course is ideal for anyone concerned with management of the overall investment in projects, including business analysts, project sponsors, portfolio managers, and anyone with responsibility for fulfilling Business Strategy.

Prerequisites

This course assumes that participants have participated in some projects.

Course Information

- **Course I.D. Number:** 4020   **Typical class size:** 6 to 20 attendees
- **Duration:** 2 days   **Delivery:** Virtual or onsite
- **Participants receive:**
    - CBAP®-certified instructor
    - Comprehensive Participant Guide
    - Certificate of Participation
    - High quality BA templates
    - 14 CDUs / PDUs (Technical: 10 Leadership: 2 Strategic: 2)

Learning Approach

- A highly experienced instructor will use interactive lecture format, extensive hands-on exercises, group discussions, interview simulation and other techniques to drive home the essential points of this material
- We will build on whatever Business Analysis experience you have while providing you with a structure and vocabulary to use in future Business Analysis work.
- If you have modest Business Analysis background, you will find that the clarity of the material and direct presentation style of the instructor will make the subject matter easy to understand.

Course Outline

I. The Business Case in Context

- The importance of projects
- Project Portfolio Management Overview
- How projects support strategy
- Business Value and Return on Investment (ROI)
- Definition of Project Success
- Project Selection process: using a Business Case
- How the Business Case adds value
- Building Project Success

II. Establishing the Business Case

- Select a project for exercises
Exercises - Fill out each section of a Business Case template, as follows:
- Project Overview and Background
- Project Approach Details
- Effective estimation with PERT

- Benefit and Cost
- Demo: Project costing tool
- In depth financial analysis (e.g. NPV, Benefit/Cost ratio, Payback Period)
- Stakeholders
  - Stakeholder analysis
  - Project impact on stakeholders
- Assumptions and Constraints
- Risk Assessment
- Business Case: Next Steps

III. Dealing with Multiple Project Approaches

- Objective methods for evaluation of Project Approach
- Alignment with Strategy
- Weighted Scoring
- AHP
- Decision Tree

This course includes 15 hands-on exercises and facilitated discussions. Participants use a professional template to build a Business Case during class exercises.

Why should I take this course?

- This course emphasizes the importance of a formal project selection process and demonstrates important tools, such as the Business Case, to support it.
- BAs, portfolio managers and others will discover a vocabulary and framework that lends structure and perspective to the experience they already have.
- All participants will find that the exercises in this course reinforce primary concepts used to define and select projects.
- Take this course and learn how to build a Business Case that will truly serve the needs of your organization.

Licensing

Use this course to teach your students!

This course is available under license to qualified Training Providers. See: **http://www.cvr-it.com/coursewareondemand/** or contact us: **(800) 877-8129** or **info@cvr-it.com**