

## Writing Effective Business Cases

### Course Summary

#### Description

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.

#### Objectives

At the end of this course, students will be able to:

- 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

#### Topics

- Introduction
- Building the business case for new ideas
- Five key steps when planning and presenting a business case
- Analyzing your Business case
- Presenting the business case to your organization
- Additional resources

#### Audience

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

#### 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.

#### Duration

Two days

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### Course Outline

- I. Introduction**
  - A. Purpose of a business case
  - B. Who is involved
  - C. What to look out for
  - D. Define the business case elements
- II. Building the business case for new ideas**
  - A. Overcoming financial, managerial and organizational barriers to new concepts and strategies
  - B. Using the Business Case approach to compel others to support your vision for success
  - C. Financial and strategic measurement tools
- III. Five key steps when planning and presenting a business case**
  - A. Step 1: Problem/ Opportunity Identification
  - B. Step 2: Analysis of Success Drivers/Impediments
  - C. Step 3: Presenting Strategic & Tactical Alternatives
  - D. Step 4: Comprehensive Evaluation & Recommendations
  - E. Step 5: Implementation & Action Planning
- IV. Analyzing your Business case**
  - A. Financial analysis
  - B. Risk analysis
  - C. Feasibility analysis
- V. Presenting the business case to your organization**
  - A. Communicating with your audience
  - B. Identifying critical decision criteria and objectives
  - C. How to package and present your case for maximum impact
  - D. Anticipating and responding to challenges
- VI. Additional resources**
  - A. Other useful books and links on business cases