BUILDING THE BUSINESS CASE

Course Code: 2946

Tips for improving management buy-in.

No matter how strongly you believe in the value of your project, you still must convince your management team it’s worth the resources. In this short course, you will learn how to structure and write a concise business case. You’ll learn how to define the project scope, costs, and benefits, as well as the return on investment (ROI). You’ll also learn how to ensure that management thoroughly understands the proposed project.

Virtual short courses do not include materials or headsets.

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What You’ll Learn

• The purpose of a business case
• Essential elements that make up a successful business case
• Write an effective business case

Who Needs to Attend

Project Management Professional (PMP)® -certified project managers, IT project managers, project coordinators, project analysts, project leaders, senior project managers, team leaders, product managers, program managers, project sponsors, and project team members who want to continue to develop their skills and renew their PMP® certification
Virtual Classroom Live Outline

1. What is a business case?
2. Purpose of a business case
3. Structure of a business case
   • Internal request for funding
     ▶ Title page
     ▶ Executive summary
     ▶ Introduction
     ▶ Justification
     ▶ Market analysis
     ▶ Technology implications
     ▶ Future state
     ▶ Cost benefit analysis
     ▶ Alternatives and recommendations
     ▶ Deliverables and target schedule
     ▶ Success criteria
     ▶ Risks and assumptions
     ▶ Signatures
   • High-level request for funding
     ▶ Title page
     ▶ Executive summary
     ▶ Introduction
     ▶ Disclaimer
     ▶ Metrics used
     ▶ Forecasts
     ▶ Cash flow analysis
     ▶ Financial metrics
     ▶ Nonfinancial metrics
     ▶ Conclusions and recommendations
4. Tips for writing a successful business case
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PRIVATE GROUP TRAINING 1 day

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