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### BA03 - Writing Effective Business Cases

**Credits: 14 PDUs / 2 Days**

**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.

**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