



Building the Business Case

Duration: 1 Day **Course Code: GK2946**

Overview:

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 build a business case that will persuade management to approve your project. 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 draft a timeline and define the resources required to complete the project, and you'll discover ways to ensure that management thoroughly understands the proposed project.

This virtual short course, specifically designed to give you a quick convenient way to renew and refresh your project management skills, maintain your Project Management Professional (PMP)® certification, and earn PDUs on your own time, at your own pace.

Virtual short courses do not include materials or headsets.

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Target Audience:

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.

Objectives:

- The purpose of a business case
- Writing an effective business case
- Defining the project

Prerequisites:

- There are no prerequisites for this course.

Follow-on-Courses:

- GK2839, IT Risk Management
- GK2813, Program Management
- GK2964, Requirements Development & Management

Content:

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| ■ 1. What a business case is | ■ Project alternatives | ■ Project assumptions |
| ■ 2. The purpose of a business case | ■ Project costs | ■ Project resource requirement |
| ■ 3. Writing the business case | ■ Return on investment | ■ 4. Tips for writing a successful business case |
| ■ Defining the project | ■ Project risks | |

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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