BA03 - Writing Effective Business Cases

Category: Project Management & Business Skills | **Vendor:** Various

Duration: 16.00 hours (2 days) **13.0 CPD Hours** **Rating:** ⭐ 4.6 (5,878 reviews)

Course Information

Delivery Format: Instructor Led - Classroom

Course Overview

Students 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.

About This Course

Students 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.

Who Should Attend

This course is intended for intermediate business and requirements analysts who are looking to improve their business case development and presentation skills. This course is also a great fit for project managers and product owners who work closely with business analysts or who perform some form of business case work themselves.

Learning Outcomes

Upon successful completion of this course, participants will be able to:

Understand the role of the business analyst within the business case process

Understand the main professional associations and standards that support business analysts in the industry

Discuss the benefits of business case creation

Explore how to define the business need

Describe the role of the business analyst in supporting the enterprise to determine how to optimally invest in the right project initiatives

Explain how to identify stakeholders and the significance to the pre-project activities

Discuss the importance of analyzing the enterprise

Describe and explore the activities performed to assess the current business environment

Explain how a business analyst describes a future state environment including how to identify gaps in enterprise capabilities

Present and explore how to define the scope of a solution

Describe the activities performed and techniques used to determine viable solution options

Explore various techniques for evaluating solution options including feasibility and risk analysis

Thoroughly understand the purpose of conducting a feasibility assessment

Discuss and practice a number of business analysis techniques that support the business case process

Explore the components of a business case

Describe how the business case supports decision makers in making go/no-go decisions

Demonstrate how to assemble the output from pre-project activities into a well-structured business case

Present techniques for presenting business cases to top level managers and obtaining buy-in

Discuss methods for preparing for challenges during business case delivery

Detailed Course Outline

Introduction

- Module Learning Objectives
- What is Business Analysis
- Polling Question
- International Institute of Business Analysis
- BABOK®© Guide Components
- Project Management Institute
- Business Analysis for Practitioners: A Practice Guide
- BABOK®© Guide Knowledge Areas
- Benefits of Business Analysis
- Polling Question
- A Business Analyst can Influence Project Success Factors
- Challenges of Business Analysis
- Polling Question
- Purpose of a Business Case
- Exercise 1a: What Should a Business Case Include
- Define the Business Case Elements
- What to Look Out For
- Who is Involved
- Exercise 1b: Review Business Case Outline
- Module Learning Objectives

Pre-Project Activities & the Business Analyst

- Module Learning Objectives
- The Definition of a Business Analyst
- The Role of a Business Analyst
- Responsibilities of a BA
- BA Role vs. PM Role
- Business Analysis vs. Systems Analysis
- Business Analysis Competencies
- Polling Question
- Business Analyst Role and Stakeholders
- Exercise 2a: Review the Case Study
- What is a Stakeholder
- The Importance of Stakeholders
- Stakeholder Identification
- Tips for Identifying Stakeholders
- Other Stakeholder Tips
- Stakeholder Identification/Analysis
- Exercise 2b: Identify Roles and Responsibilities
- Stakeholder Map
- Stakeholder Matrix & Onion Diagrams
- A Stakeholder Map
- Onion Diagram
- Exercise 2c: Why do we Need to Understand the Enterprise
- Why Study the Enterprise
- What is Enterprise Architecture
- What is Strategy Analysis
- About Strategy Analysis
- Purpose of Strategy Analysis
- When to Perform Strategy Analysis
- Strategic Planning
- Module Summary

The Needs Assessment Process

- Module Learning Objectives
- Business Need Defined
- Define Business Need
- The Needs Assessment Process
- Problem or Opportunity
- Exercise 3a: Problem/Opportunity Identification
- Understanding Why
- Situation Statements
- Business Need and Current State
- Determine the Stakeholders
- Polling Question
- Goals and Objectives
- Polling Question
- Exercise 3b: Give 3 Examples of Business Goals
- Define Business Need Techniques
- Exercise 3c: Identify the Business Need
- Definition of Strategy Analysis
- When Business Strategy is not Driving Project Definition
- Typical Project Profile
- The Executive Paradox
- Solution to the Paradox
- Exercise 3d: Describe 3 Outcomes You Would Expect from the Case Study
- The Four Ares
- Understand How to Create a Business Model
- Business Model Example
- Exercise 3e: Create a Business Model
- The Business Case Approach
- Financial and Strategic Measurement Tools
- Module Summary

Determining the Required Capabilities & Defining Solution Scope

- Module Learning Objectives
- Business Need and Current State
- Purpose of Analyzing the Current State
- Analyzing Current Capabilities and Process
- Capabilities Defined
- Techniques for Analyzing the Current State
- Define the Future State
- Techniques for Defining the Future State
- Assess Capability Gaps
- Stakeholders Involved when Reviewing Capability Gaps
- Discussion: Assessing New Capabilities
- Defining Solution Scope
- Determining Scope Boundary
- How to Define Solution Scope
- Defining Solution Scope
- Project Scope and Product Scope
- Scope Modeling
- Techniques Used to Define Scope
- Define Scope Boundaries
- Modeling Scope: Context Diagram
- Exercise 4a: Create a Context Diagram from the Case Study
- Communicating Solution Scope to Stakeholders
- Stakeholders Participating in Scope Activities
- Exercise 4b: Discuss Managing Expectations
- Module Summary

Assessing Feasibility & Proposing Solution Options

- Module Learning Objectives
- Financial Analysis
- Purpose of Financial Analysis
- Costs versus Benefits
- Financial Models
- Timing for Assessing Financial Benefits
- Risk
- Assessing Risks
- Risk Process
- Exercise 5a: Identifying Risks
- Risk Analysis
- Capturing and Categorizing Risks
- Risk Strategies
- Tolerance for Risk
- Determining Solution Options
- Solution Option Process
- Determining and Analyzing Solution Options
- Brainstorming
- Conducting an Outcomes Focused Brainstorming Session
- Stakeholders Involved in Determining Solution Options
- Exercise 5b: Determining Solution Options
- Feasibility Analysis
- Discussion: Ranking Solution Options
- Discussion: Recommending the Most Viable Option
- Exercise 5c: Assess the Most Viable Options
- Solution Approach Definition
- Exercise 5d: Review the Business Case Templates
- Module Summary

Packaging & Presenting the Business Case

- Module Learning Objectives
- Circumventing a Business Case
- Documenting the Business Case
- Value of the Business Case Process
- Business Case Components
- Business Case Techniques
- Build a Convincing Business Case
- Discussion: Identifying Decision Criteria
- Exercise 6a: Supporting a Go/No Go Decision
- Packaging the Business Case
- Planning Business Case Delivery
- Discussion: Planning Stakeholder Buy-in
- Information and Communication Needs in the Business Case Process
- Presenting your Business Case
- Exercise 6b: Anticipating and Responding to Challenges
- Module Summary

Course Wrap Up

- Course Summary
- Questions
- Additional Resources
- Thank You
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Additional Course Details

Nexus Humans BA03 - Writing Effective Business Cases training program is a workshop that presents an invigorating mix of sessions, lessons, and masterclasses meticulously crafted to propel your learning expedition forward.

This immersive bootcamp-style experience boasts interactive lectures, hands-on labs, and collaborative hackathons, all strategically designed to fortify fundamental concepts.

Guided by seasoned coaches, each session offers priceless insights and practical skills crucial for honing your expertise. Whether you're stepping into the realm of professional skills or a seasoned professional, this comprehensive course ensures you're equipped with the knowledge and prowess necessary for success.

While we feel this is the best course for the BA03 - Writing Effective Business Cases course and one of our Top 10 we encourage you to read the course outline to make sure it is the right content for you.

Additionally, private sessions, closed classes or dedicated events are available both live online and at our training centres in Dublin and London, as well as at your offices anywhere in the UK, Ireland or across EMEA.

Frequently Asked Questions

Q: What delivery options are available for BA03 - Writing Effective Business Cases?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
- Traditional Instructor-Led Classroom Training (ILT)
- On-site delivery at your offices anywhere in United Kingdom
- Private dedicated courses customized for your team

Q: How many CPD hours does this course provide?

The 2-day BA03 - Writing Effective Business Cases course provides up to 13.0 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the BA03 - Writing Effective Business Cases training?

The training takes place over 2 day(s), with each day lasting approximately 16.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for BA03 - Writing Effective Business Cases?

Yes, we provide corporate training, dedicated training, and closed classes for BA03 - Writing Effective Business Cases. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: Why choose Nexus Human for BA03 - Writing Effective Business Cases?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your BA03 - Writing Effective Business Cases training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

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