



## *What is it about?*

Change initiatives often fail at the first hurdle as the business case fails to convince senior management of the return on investment.

Creating effective business cases and spending proposals is therefore critical to securing funding and management buy-in. It is important therefore that individuals have the opportunity to develop their capabilities to create, review and adapt effective business cases.

Organizations adopting this proven approach can expect a reduction in unnecessary spending and improved decision-making process, whilst project teams have a greater chance of securing necessary funding and support for change initiatives.



## *What's in it for me?*

On completion of the course delegates will be able to:

- ✓ Establishes a clear need for intervention (a case for change)
- ✓ Sets clear objectives in terms of return on investment
- ✓ Considers a wide range of potential solutions ensuring an optimal balance of benefits, cost and risks
- ✓ Sets out arrangements to ensure successful delivery of the proposal.

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# Better Business Cases Course

## *Who Should attend?*

The Better Business Cases course is for:

- Senior Executives
- Project managers and team members tasked with developing a business case
- Officers and managers involved in the scrutiny and review of investment proposals.

## *Do I qualify?*

Delegates are encouraged to devote at least 10 hours of pre-course studying before attending the course.

There are no pre-requisites for attending this course. Accredited training is mandatory. No self-study / public exam option.

## *What can I expect?*

This Business Case course syllabus covers the following topics:

- Introducing the Business Case
- The nature and purpose of a Business Case
- Business Case Objectives
- Main Points
- Business Case preparation checklist
- Business Writing Skills
- Writing an Executive Summary
- Business writing – trends and errors
- Principles of effective writing
- Elements of style
- Rules for effective writing
- Writing a Business Case
- Executive Summary
- Proposed Project
- Costs and Benefits (Qualitative and Quantitative)

To understand the lifecycle of business cases in relation to the Five Case Model.

- Business case framework including how to address key questions.
- A structured way of thinking.
- A step-by-step approach.
- Collaborative working.



## *How and when can I attend?*

This is an intensive five day course leading to the Better Business Cases Foundation examination on the third day.

The multiple choice, closed book exam is 40 minutes in duration and consists of 50 questions. You must obtain 50% out of the 50 available marks.

The Better Business Cases Practitioner exam which takes place on the final day and is a 2.5 hour duration complex multiple choice, 4 question with 20 marks available per question. You must obtain 50% out of the 80 available marks. Open-book (Better Business Cases Handbook only)

Delegates receive:

- Accredited course material
- Better Business Cases Manual
- Sample exam paper and answer sets.

## *About PM Academy*

PM Academy South Africa was established in 2005 and expanded their service offerings to Botswana by establishing a local company in 2016. The strategic vision is to provide world class professional project management training, consulting and recruitment to the local and international markets. PM Academy has a wealth of experience and we have successfully completed projects, training and recruitment throughout Africa.

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