

Course Title: Writing Effective Business Cases

2 Day Workshop – Course BA03

BA03 – Writing Effective Business Cases

Course ID: BA03

Credits: 14 PDUs/CDUs

Course Duration: 2 days

Course Level: Intermediate

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 Abstract: 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.

Course Objectives:

Students will be provided a deep exploration of how to perform pre-project activities necessary to develop a well-structured business case. The course begins by providing students an understanding of the business analyst's role in pre-project activities. Techniques are provided to support the business analyst in analyzing the current state business environment, identifying the current business problem (or opportunity) and creating a 'situation statement' to communicate to decision makers why a change is required in the business. Students then explore how to go about determining a desired future state and identifying the needed changes and capabilities that will support the enterprise in achieving the business need. A thorough exploration of the business case is presented, including feasibility analysis and the various areas of a solution option the business analyst must explore in order to build a convincing business case. Students learn the components of a well-structured business case and walk away understanding how to logically present a business case and obtain buy-in. Techniques are also discussed to help prepare a business analyst for the challenges that often are presented when delivering business cases to management.

Note: This course is compliant with IIBA's Business Analysis Body of Knowledge (BABOK® Guide) version 3 standard in business analysis and is aligned with and upholds the practices as discussed in PMI's Business Analysis for Practitioners: A Practice Guide.

Included:

- Full Student Guide
- Requirements templates

Intended Audience: 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 Objectives:

- 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

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