Business Case
Design & Delivery

WHEN
Available on demand

WHERE
Registration & content @
pdmacademy.com

WHAT
Recorded Lectures, Notes, Cases, Activities

COST
TT$ 1750 / USD 250

Certificate of Professional Achievement on completion

OVERVIEW

This course will help you to develop and present a business case to decision-makers in or to an organisation. It assumes no prior experience.

You will cover key areas including:

- Know what a business case is
- Know when it is used
- Build key elements of a business case
- Understand the steps and logic in building a business case
- Explore key considerations for presenting a business case
- Access tips, tricks and strategies to increase your impact on your audience

WHO SHOULD ATTEND

Persons responsible for presenting NEW PROJECTS, PROGRAMS, OR PRODUCTS to central decision-makers (such as your VP, CEO or Board of Directors), this course will help you.

If you are seeking to present and justify increased resource allocation for your department or branch, you will also find this course beneficial: Department and Branch Managers, Plant Engineers, Operations and Maintenance Managers, IT Professionals, Project Managers, Marketing and HR Professionals, Professional Service Contractors, Consultants and Entrepreneurs, Team Leads and other technical professionals.

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Powering Performance.

FACILITATOR

FAHEEM MOHAMMED

Faheem has over 2 decades of involvement in ICT training, consulting and research at company, sector and national levels. His roles included:

- ✓ program director for IT Management masters program at a Caribbean Business School;
- ✓ faculty on MBA, Marketing, Supply Chain and Public Sector masters programs, executive education courses, and
- ✓ consulting engagements in digital transformation and technology strategy for growing organisations and start-ups.

He holds a MSc in Strategic Business IT, BSc in Management, and Graduate Certificates in Adult Education, amongst others. He is pursuing his doctorate in Leadership & Institutional Performance.

COURSE TAKEAWAYS

1. Course Introduction
2. What a Business Case is
3. Developing the Business Case
4. Planning for your Business Case Presentation
5. Worked Example (moving to Ecommerce)
6. Application Exercise

ABOUT PDMACADEMY

We aim to build competence in key skills to drive present performance and future progress for company executives, business owners and working professionals throughout the developing world.

All Sectors

Our courses have real-world examples that manifest in work-life daily, across sectors.

All Levels

From Start-up to global expansion, our programs are well-suited to your needs.

Real Skills

Real skills to perform, real-time. From sector scans to strategy formulation and resource optimization

"As my confidence grew… it was further positively reflected in my line of work… From creating more 'value for money' solutions to strategically & critically assessing developments in technology…"

Mark K., Entrepreneur, Investor & Consultant

COURSE HIGHLIGHTS

Recorded Lectures

Notes, Manuals & Tools

Real Scene-arios Case Studies

Application Exercises

LiveLink Facilitator Interaction

CONTACT

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