

ONLINE



How to Develop a Strong Business Case (Virtual)

Presented by the Department of Business Management, University of Pretoria

In the dynamic work environment, employees have to continuously find novel ways to help their organisations overcome emerging challenges and improve on overall performance.

This often requires profound analysis of needs, insightful consideration of organisational capabilities and consequent articulation of solutions that would help the organisation to exploit opportunities and achieve its targets. In this process, the task of obtaining the buy-in of top management is unarguably important.

This makes the development of a strong business case critical as it provides a compelling argument for any proposed course of action, in a bid to secure the support of key stakeholders. The virtual short course in **How to Develop a Strong Business Case** aims to equip you with the requisite techniques to develop convincing business cases for your ideas, initiatives or solutions in order to obtain management approval for their implementation.

Course content

- Understanding a business case
- Determination of needs and/or opportunities
- Defining the targeted audience
- Identification of alternative solutions
- Option analysis and making a choice
- Consideration of risks
- Developing a proposed implementation plan
- Communication of the business case

Learning outcomes

After successfully completing this course you will be able to:

- Appreciate critical aspects of a business case
- Develop proper problem/opportunity statements
- Create and analyse alternative solutions
- Make the best choice, between competing alternative solutions
- Develop a compelling business case

Who should enrol?

This course is ideal for Team leaders, Supervisors and Managers.

Course fees

R6 100.00 per delegate (VAT incl.)

Course fees include all course material.

Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to enrolments@enterprises.up.ac.za.

Admission requirements

Prospective delegates should at least have a Grade 12 certificate.

Accreditation and certification

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Registration and enquiries

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Shifting knowledge to insight

