



The College for
Adult Learning

We're who you trust

Better Business Cases



CAL's "gold standard"

Programs will give you global currency.

A well-prepared Business Case is essential for enabling evidence-based decision making.

CAL now offers **Better Business Cases™ Foundation Certificate** as a systematic and objective approach to all stages of the business case development process.

LEARN:
**Step-by-Step Guide to
developing the
Business Case using
the 5 Case Model.**

Better Business Cases Foundation Certificate

Better Business Cases is a systematic and objective approach to all stages of the business case development process.

It supports management at key decision points along the investment lifecycle. It provides management with the opportunity to engage stakeholders to ensure buy-in for successful investment outcomes proposals and enabling effective business decisions.

Better Business Cases will enable your organisation to reduce costs using a standard, scalable and consistent approach that supports effective and efficient decision-making.

Better Business Cases is based on the Five Cases Model, which provides a step by step guide to developing a business case, by:

- Establishing a clear justification for intervention - a case for change;
- Setting clear objectives - what you want to achieve from the investment;
- Considering a wide range of potential solutions - ensuring an optimal balance of benefits, cost and risk;
- Putting the arrangements in place to successfully deliver the proposal.

Benefits for Organisations

- ✓ Reduce unnecessary spend and optimize public value – Allocates Scarce Resources
- ✓ Reduce consultancy costs & Drives Business Success
- ✓ Faster throughput and a clear, proportionate approval process – Ensures Compliance, Prevents Canvassing and Builds Consensus
- ✓ Improve quality of Decision Making – Ensures better & more careful decisions

Who is it For?

This course is relevant to those responsible for developing and producing spending proposals or their assessment and approval; in particular:

- ✓ Accounting Officers – responsible for delivering public value
- ✓ Senior Responsible Owners (SROs), Programme Directors and Project Managers, responsible for successful delivery
- ✓ Directors of Finance, procurement s and planning, responsible for forward planning & prioritization of spending proposals
- ✓ Members of approvals and management boards with responsibility for scrutinizing/approving spending proposals

Fact:

PRINCE2 states that every project should have a Business Case and continued business justification.

Fact:

The business case should demonstrate that the options appraisal considered all aspects to arrive at the best balance of cost, benefit, risk and strategic impact.

Fact:

The decision on what projects to invest in is highly important. The projects organizations invest in must be right for their business.

Fast Track > The time is now for career mastery.

You'll discover CAL's programs are outstanding value for money.

CAL's career advisors will assist you to choose the learning pathway that is best for you. Enquire today for our current fee schedule or visit our website www.collegeforadultlearning.com.au.

Better Business Case Foundation certificate will ensure you have sufficient knowledge and understanding to be able to work effectively with, or as member of a team, to develop a business case using the five case model.

Managing Benefits has been carefully designed to complement existing Best Practice in portfolio, programme and project management such as PRINCE2®, MSP®, P3O® & MoP®. It consolidates existing guidance on benefits management into one place, while expanding on the specific practices and techniques aimed at optimizing benefits realization.

"If you want something you can do in a few months and fast-track your learning, the College of Adult Learning will get you there"

Jo Grist

The Better Business Case Certification Exam: How does it Work?

You can complete an OPTIONAL exam to become fully qualified & registered globally by the APM Group as a Business Case specialist.

- **The Foundation** exam consists of 50 multiple-choice questions; you need 50% or more correct to pass. The exam is a 45 minute closed book examination.

Benefits of Learning Online

- Approximately 10 hours high quality, interactive learning
- Optional APMG Foundation exam
- 12 months unlimited access to online course and supporting materials
- Extensive mock exam quizzes at key points in the program that will significantly enhance your understanding of the method and guarantee your success.
- Study in bite-sized chunks, having the bookmarking system you can just pick up where you left off.
- Complete your exam in the comfort of your own home/workplace, using your webcam, any time, any day!

The Five Case Model

- **The Strategic Case** – Strategic fit and robust case for change. It's applicable & meets strategic & operational needs.
- **The Economic Case** – Choice and preferred option. Is it appropriate and offers optimal public value.
- **The Commercial Case** – Procurement and potential deal. Is it attractive to public and private sectors.
- **The Financial Case** – Affordability & funding. Is it affordable within agreed funding.
- **The Management Case** – Delivery and robust approach. Is it achievable and can be successfully delivered.



Why CAL is a better choice
In a recent survey of over 150
CAL graduates:

- 100% said CAL met or exceeded their expectations
- 97% responded that CAL's courses offer value for money
- 98% actively recommend CAL courses to others

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Ask About in-house and public workshop schedule