KOENIG SOLUTIONS · COURSE OUTLINE

Business Case: Cost-Benefit & Sensitivity Analysis

Learn to structure, write and justify a business case, from cost-benefit analysis to sensitivity and risk assessment.

4
MODULES

31
TOPICS

COURSE OVERVIEW

This course explains what a business case is and the purpose it serves in requesting funding or approval for a project. It examines the structure of both internal and high-level requests for funding, covering sections such as executive summaries, justification, market analysis, cost-benefit analysis, financial and nonfinancial metrics, cash flow analysis, sensitivity analysis and risk discussion. It closes with practical tips for writing a business case that succeeds.

WHO THIS COURSE IS FOR

- **Business Analysts**
- **Project Managers**
- **Finance Analysts**
- **Project Sponsors**
- **Program Managers**

LEARNING OBJECTIVES

- Explain what a business case is and why it is used
- Describe the purpose of a business case for funding requests
- Identify the sections of an internal request for funding
- Identify the sections of a high-level request for funding
- Apply cost-benefit analysis within a business case
- Interpret sensitivity analysis and risk discussion sections
- Assess financial and nonfinancial metrics and forecasts
- Compare alternatives and recommendations for a proposed project

COURSE SYLLABUS

4 Modules, 31 Topics

01

What Is a Business Case?

02

Purpose of a Business Case

03

Structure of a Business Case

INTERNAL REQUEST FOR FUNDING

- Title page
- Executive summary
- Introduction
- Justification
- Market analysis
- Technology implications
- Future state
- Cost benefit analysis
- Alternatives and recommendations
- Deliverables and target schedule
- Success criteria
- Risks and assumptions
- Signatures

HIGH-LEVEL REQUEST FOR FUNDING

- Title page
- Executive summary
- Introduction
- Disclaimer
- Metrics used
- Forecasts
- Cash flow analysis
- Financial metrics
- Nonfinancial metrics
- Conclusions and recommendations
- Reasoning
- Actions and next steps
- Methods
- Assumptions
- Sensitivity analysis
- Risk analysis
- Risk discussion
- Appendices

04

Tips for Writing a Successful Business Case

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

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