

## **Better Business Cases (BBC)** **Foundation & Practitioner Course**

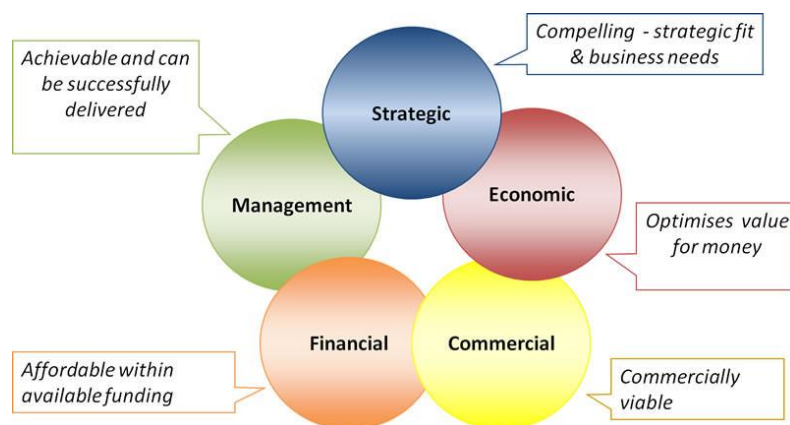
### **Introduction**

Better Business Cases™ (BBC) is a systematic and objective approach to all stages of the business case development process. It also provides an Options Framework that can be used to generate and assess a wide range of options for projects and programmes. This course will help you develop and appraise proposals and clearly communicate conclusions and recommendations

A business case provides decision makers, investors, stakeholders and the public with a management tool for evidence based and transparent decision making. It is a major business instrument used to measure delivery and performance against investment objectives that underpin business strategy. It is a business case that clearly documents the objectives, outcomes, benefits, risks, opportunities and threats of a business investment.

A business case is not just a record of the Return on Investment from a financial perspective but provides the business context for decision makers in an organisation. As a matter of good practise, all types of investments either through projects or programmes must have a business case that underpin them to provided guidance over the lifecycle of the investment.

### **What is Better Business Cases (BBC) based on?**



The Better Business Cases guidance is based on the Five Case Model, the UK government's best practice approach to planning spending proposals and enabling effective business decisions.

This 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

Our courses are based on the 2016 edition of Better Business Cases and the associated International Guide to the Project Business Case. Better Business Cases now also provides guidance on developing programme Business Cases, which we have enhanced using our deep knowledge of programme management and the MSP programme management method.

### **Benefits for Individuals**

- Adds value to your resume by building credentials as a Certified Business Case specialist in your organisation
- Core business competency for any senior manager, executive, director or business owner
- Provides industry recognition as the Better Business Cases certification is globally recognised
- Helps you learn and enhance important skills and get certified in Business Case Development or Evaluation
- An improved understanding of the Business Case process, if you are responsible for developing them or evaluating or approving them
- Contributes to career growth and higher income as a certified Business Case professional
- Provides better job prospects and pathways into senior management roles and networking opportunities into other industries and roles

### **Benefits for Organisations**

- Ensure your organisation's Business and Finance professionals are trained to meet your investment evaluation and compliance goals and objectives
- Formal certification against a globally recognised benchmark for business case development and appraisal will ensure that a structured and consistent repeatable methodology is embedded within your organisation
- Reduce external consultancy costs for business case development in your organisation

- Improve core business skills required to achieve strategic and business objectives and improve the quality of decision making in your organisation
- Reduction in training costs (through eLearning / Self Learn methodology) will result in increased employee productivity as training would be done by employees on their own time and convenience thereby avoiding loss of employee “work time” through traditional classroom based methods
- Training that will be perceived by employees as a real benefit in their jobs to achieve business outcomes and provide career pathways to senior management especially during the global coronavirus pandemic
- Certification complements existing employee retention and benefit strategies and policies
- Our courseware designers are certified and accredited professionals with 100+ years of industry experience. They are supported by instructional designers, content designers and technology staff to ensure that the training courseware made available is of the highest global standard and meet educational and certification benchmarks.
- Our Trainers & Consultants are working professionals at the top of their games, and highly respected in their fields with strong business, academic and teaching credentials. These professionals bring a blend of practical global industry experience and training skills gained by training thousands of aspiring individuals over the years.
- Cost effectiveness and availability through eLearning (Self Learn) training courseware, reference materials and notes can be saved to employees hard drive or “in the cloud” for easy access anytime, anywhere. The cost of purchasing hardcopy and/or printing is greatly reduced. Online courses are extremely cost-effective and can be utilized efficiently.
- If you are an organisation with offices and staff in multiple locations, access to online training is a real benefit.

## **Course Audience**

Our courses are designed for those leading, managing and supporting organisational change initiatives, such as:

- Senior Managers Executives and Directors;
- Corporate Finance professionals and Managers;
- Programme Management Office (PMO) Managers and Analysts;
- Accountants and Investment Banking professionals
- Business consultants
- Entrepreneurs interested in capital raising
- Those seeking to add to their business skills and education
- Those in the Infrastructure, Financial and Government sectors of the economy

## **Better Business Cases (BBC) Foundation & Practitioner Course**

The BBC Combined course blends our Foundation course and Practitioner course. Each participant is first provided with a solid Foundation in BBC concepts, and is then advanced to a Practitioner understanding of how to apply BBC guidance in practice

### **BETTER BUSINESS CASES FOUNDATION**



INSPIRING PROJECTS® IS THE  
ACCREDITED TRAINING ORGANISATION  
SUPPORTING THIS COURSE

### **BETTER BUSINESS CASES PRACTITIONER**



INSPIRING PROJECTS® IS THE  
ACCREDITED TRAINING ORGANISATION  
SUPPORTING THIS COURSE

### **The Foundation Course**

The Better Business Cases (BBC) approach is structured around the UK Five Cases Model, which provides a disciplined, step by step approach to the development of a robust investment proposal.

#### **The Foundation Course will:**

- Help you understand the philosophy and underlying rationale of the Five Case Model, as well as the structure and key terminology of the model
- Help you understand the different types of business case, their purpose, who is responsible for them and when they are required in the development of a spending proposal
- Enable the development of the business case in relation to other recognized and recommended best practice for programme and project management
- Help understand the approaches to implementation and the factors to consider in sustaining progress

### **The Practitioner Course**

The **Practitioner Course** will ensure that the student achieves sufficient understanding of the theory and application of the Five Case Model to allow them to effectively develop and produce a business case

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- Ensure that the student achieves sufficient understanding of the theory and application of the Five Cases Model to allow them to effectively develop and produce a business case

- Enable students to apply and understand how to tailor the Five Case Model effectively to the development of a business case within an organization environment supporting the approach
- Help students understand the development lifecycle of a business case and the relationships between the five cases
- Help students apply the steps in the business case development framework, in order to support the production of a business case, using the Five Cases Model, for a given scenario

### **Who Should Enroll?**

- This course is aimed at anyone overseeing, a project or investment to understand the work that is necessary to prove a case for investment
- Senior Responsible Officers (SROs), Senior Managers and Executives, Investment Portfolio Managers, Investment Advisers, Business Consultants
- Programme Directors and Project Managers, with responsibility for the successful delivery of programmes and projects
- Directors of Finance, Procurement and Planning, with responsibility for the forward planning of operational aspects of a proposal
- Members of the Management Board (Chairman, non-executives, the CEO and other directors), with strategic responsibility for approving proposals throughout their life span.
- Anyone wishing to round out their resume with a formal internationally recognised business case certification.

### **Pre-requisites**

There are no prerequisites for the course, however some exposure to business cases would be useful.

Candidates for the Practitioner exam must have already passed the Foundation exam.

### **Fees**

Better Business Cases (BBC) Foundation and Practitioner Course: \$534.00 AUD

Better Business Cases (APMG)- Foundation & Practitioner Examination Fee: \$665.00 AUD

### **Course Content**

#### **The Foundation Course covers:**

- The terms and concepts relating to the Five Case Model
- How the Strategic Case is developed; the steps and the responsibilities involved
- How the Economic Case is developed; the steps and the responsibilities involved

- The terms and concepts of the Commercial Case
- The terms and concepts of the Financial Case
- The terms and concepts of the Management Case
- Purpose of the key stages in the development and delivery of a spending proposal
- Purpose of a Strategic Outline Programme Case and in what circumstances it should be considered
- Purpose of a Business Justification Case and in what circumstances it should be considered
- Purpose of a Strategic Outline Case
- Purpose of an Outline Business Case
- Responsibilities for the business planning process
- Relationship with best practice programme and project management methodologies
- Relationship between policies, strategies, programmes and projects and their deliverables

The **Practitioner Seminar** helps you to integrate the concepts presented in the Foundation course. Delegates will work through a range of exercises and case studies in order to broaden and deepen their understanding of Better Business Cases guidance, and to prepare for the Practitioner exam

## **Course Outline**

### **Information Sessions:**

1. About the course
2. About the exams
3. Contact and Support
4. Tour of the eLearning interface

### **Foundation Course Modules:**

1. The Context of Business Cases
2. Overview of BBC
3. The Five Cases Model
4. Types of Business Cases
5. The Business Case Development Lifecycle
6. The Options Framework
7. Strategic Assessment
8. Scoping a Scheme
9. Planning a Scheme
10. Procuring a Scheme

11. Applying BBC to Programmes

12. Course Closure

**Foundation Exam Preparation:**

1. How to prepare for the Practitioner Exam

2. Foundation Exam simulator

**Practitioner Course Modules:**

1. Practitioner Seminar

**Practitioner Exam Preparation:**

1. How to prepare for the Practitioner Exam

2. How to use the sample Practitioner Exams

**Professional Development**

Successful completion of this course may entitle you to credits in various professional development programmes:

- For AIPM CPD points, [check here](#);
- For PMI PDUs, [check here](#).

**Certification Exam**

The **Foundation Exam** is a 40 minute closed book multiple choice exam. You must get at least 25 of the 50 questions correct to pass.

The **Practitioner Exam** is a 2½ hour objective testing exam. You will be able to access the 'Delivering Public Value From Spending Proposals' guide during the exam, but will have access to no other material. There will be 4 questions and 80 question items, each worth 1 mark for a total of 80 marks. You must get at least 40 of the 80 question items correct to pass. The questions will be presented in the following styles:

- Classical multiple choice
- Yes/No
- Multiple response
- Matching
- Sequencing
- Assertion/Reason

Candidates for the Practitioner Exam must have already passed the Foundation Exam.

The examinations are conducted by APMG, subject to their terms and conditions.

EZY Skills will book your examinations with APMG. APMG will then contact you by email and ask you to register in their candidate system. They will also let you know how to schedule the date and time you wish to take your examinations.

Your course fee allows for a “one time” sitting at each of the examinations. Please be aware that if you schedule an examination with APMG but do not take that examination as scheduled, APMG will charge you an additional fee for the examination. You will not be able to reschedule a missed examination until this additional fee has been paid.

## Reference Manuals

Each Practitioner course makes frequent references to sections in the relevant reference manual. In addition, a Practitioner exam candidate is permitted to access the reference manual during the exam; in fact, the examiner expects that the candidate does have access. So EzySkills strongly recommends that the candidate print out the supplied reference manual to use during the exam.

Better Business Cases

International Guide to developing  
the Project Business Case



The official reference manual that is supplied as part of this course may be used during the practitioner exam. The official manual may be annotated and tabulated but no sticky notes and loose leaf papers containing additional notes will be allowed to be accessed in the Practitioner examination.

A certification course does not cover all of the content in the corresponding reference manual. Delegates would find that having access to a copy of the reference manual in the workplace after the course would be an invaluable resource. Most people find that the level of knowledge required to pass a certification exam is somewhat lower than required to actually apply the material just learned in the workplace. Even people with a great deal of experience using the material find that there are occasions when access to the reference manual is necessary.

## Follow-on Courses

We recommend that students who complete this course should proceed with one of our **Project Management** courses.



## The Company



EZY skills is an Australian based online Learning Academy. The mission of EZY skills is to provide world class online learning courseware at your fingertips.

EZY Skills is an Affiliate of Inspiring Projects and is authorised to sell accredited Inspiring Project courses to the domestic and “exclusively online” to the international market.