Writing a Business Case

A 1 day course developed by the Australian Institute of Management and facilitated by Charles Darwin University.

COURSE INFORMATION
Writing a business case requires research, facts, a well thought through argument and a persuasive writing style. This course will show how to combine these elements to write a compelling business case.

LEARNING OUTCOMES
Participants who complete this course should be able to:
- What is meant by a business case
- The business case and organisational strategy
- Essential elements of a business case
- Cost benefit analysis
- Risk
- Drafting and polishing the business case

COURSE CONTENT
This course covers the following areas:
- Understand the argument of a business case and its purpose
- Appreciate the decision makers perspective
- Understand the link between organisational strategy and investment decisions
- Undertake a needs analysis
- Undertake a cost benefit analysis
- Understand how to bring all the elements of a business case together

FOR MORE INFORMATION CONTACT
T. 08 8946 6065
E. shortcourses@cdu.edu.au
W. www.cdu.edu.au/shortcourses