

Better Business Cases™ with Yellowhouse

The business case justifies the establishment of and continuation of an initiative.

Better Business Cases™ is a systematic and objective approach to all stages of the business case development process that sits alongside, and complements, the UK Treasury's Green Book guidance. This forms the basis of the Better Business Cases Course.

Why Better Business Cases?

The purpose of the Better Business Cases guidance and certification scheme is to provide managers and practitioners from multiple disciplines, working in a variety of organizations, with generally applicable guidance encompassing benefits management principles, practices and techniques.

Better Business Cases outline:

Introduction

- The current situation
- Common cause of project failure
- The importance of the business case

Types of business cases

- Strategic Outline Programmes (SOP)
- Strategic Outline Case (SOC)
- Outline Business Case (OBC)
- Full/Final Business Case (FBC)
- Business Justification Case (BJC)

The Five Case Model

- The Strategic Case – Strategic fit and robust case for change. Is it applicable and meets strategic and 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 and funding. Is it affordable within agreed funding.
- The Management Case – Delivery and robust approach. Is it achievable and can be successfully delivered.

Fit with Best Practice assurance and approvals

- Project and programme management
- Procurement
- Gateway Reviews

Exercises and Discussions

- Strategic Outline Programme (SOP) for policy, regulation and grants programmes.
- The Business Case Development from the Strategic Outline Case (SOC) to the Outline Business Case (OBC) to the Full Business Case (FBC) for major projects.
- Business Justification Case (BJC) for minor spending proposals.
- The 10 step delivery process.
- The key roles in the business case development. The course will have time for discussions and group exercises giving you the chance to discuss your own projects and how what the course covers can fit in your own organisation.

The Foundation certificate

The purpose of the two-day foundation certification is to confirm that you have sufficient knowledge and understanding of the guidance to be able to work effectively with, or as a member of, a team to develop a business case using the Five Case Model

The Practitioner certificate

In the extra two days of the Practitioner course you dig deeper into the development of a business case with practical examples.

The purpose of the Practitioner qualification is to confirm whether you have achieved sufficient understanding of the theory and application of the Five Case Model to allow them to effectively develop and produce a business case.

A successful Practitioner candidate should be able to start applying the model to a real project. The exam tests the theory in relation to a given scenario.

Foundation Exam Format

- Multiple choice format, 40 minutes duration
- 50 questions 50% pass mark needed

Practitioner Exam Format

- 2.5 hours duration, Open book exam (Delivering Public Value from Spending Proposals: Green Book Guidance on Public Sector Business Cases Using the Five Case Model only)
- 80 questions, 40 marks required to pass (50%)

Better Business Case training with Yellowhouse.

The Foundation course is also available in an [eLearning course](#).

Contact us on +61 7 3343 4256, or course@yellowhouse.net don't wait - [register here](#). We will send you the details about the course venue and everything you need to get started.

Yellowhouse is an APMG Accredited Training Organization for Better Business Cases™
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