



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
DEVELOPING AND PRESENTING AN EFFECTIVE BUSINESS CASE FOR
ORGANIZATIONAL INVESTMENT DECISIONS

(22nd – 26th October 2018 - IAA Arusha Campus, Arusha)

1.0 Course Background

As competition for scarce resources increases, organizations are demanding their employees, managers and senior staff at all levels to provide justification for all funding requests. Companies require business cases to support proposals for any new projects, products, investments, and capital acquisitions. Staff are required to develop business cases to gain support for new organizational decisions, to initiate action, or to obtain resources for an initiative. This course provide hands-on experience on developing and analyzing business cases. Participants will learn key elements on how to assess the opportunity and risks, assess the technological options available, build the financial case, create the implementation action plan, and communicate the overall rationale for the new course of action to stakeholders. In addition, this course will provide participants with rare professional skills required in corporate planning, project management, asset management and financial decisions.

2.0 Course Contents

At the end of the course, participants will be able to:

- (a) Gain Analyze business case along its major components (time, cost, benefits, risks etc).
- (b) Perform cost-benefit analysis
- (c) Develop business cases with a clearer understanding of senior management expectations
- (d) Identify and prioritize alternative solutions to align with business criteria backed by sound evidence
- (e) Identify business risks and formulate risk management strategies
- (f) Develop the capacity to critically review and evaluate business cases
- (g) Present and sell business case to relevant audience to obtain support and approval

3.0 Course Content

This course will cover the following areas:

- (a) Basic Fundamental concepts of Business Case
- (b) Defining the problem or opportunity
- (c) Business Case Components
- (d) Exploring options and selecting a solution
- (e) Working with Key Stakeholders
- (f) Developing the benefits argument-Investment analysis
- (g) Building the justification – financial and qualitative
- (h) Managing Business Case Risks
- (i) Prepare and presenting Business Case

4.0 Target Group

This course is meant for senior and middle level officers who are responsible for developing business case to justify and get support of funding for new organizational decisions, to initiate action, or to obtain resources for an initiatives. This includes managers, consultants, directors, business analysts, project managers, finance officers, auditors and other governance roles responsible for reviewing business cases, other staff responsible for authoring business cases and professionals who develop business cases to justify an investment or initiatives in organizations.

5.0 Fees & Mode of Payment:

The fee for the course is 900 USD (Nine hundred US dollars only) per participant to cover for tuition fee, training materials, tea/coffee and lunch. **A 10% discount will be offered to a sponsor sponsoring 5 participants or more.** Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch.** **Early registration is highly encouraged and appreciated.**

6.0 Date, Duration and Venue:

This course will be conducted from **22nd – 26th October, 2018 (5 days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

7.0 Contact Persons

For more details please don't hesitate to contact any of the following:

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APPLY TO:

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