

**INSTITUTE OF ACCOUNTANCY ARUSHA  
(IAA)**



**SHORT COURSE ON  
“DEVELOPING AND PRESENTING AN EFFECTIVE BUSINESS CASE FOR ORGANIZATIONAL  
DECISIONS”**

**(25<sup>th</sup> – 30<sup>th</sup> June 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**

During the course the following areas will be covered:

- (a) 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
- (g) Building the justification – financial and qualitative
- (h) Managing Business Case Risks
- (i) Prepare and presenting Business Case

**3.0 Course Rationale**

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

- (a) 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

#### 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 TZS 900,000/= (Nine hundred thousand 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 **25<sup>th</sup> – 30<sup>th</sup> June 2018 (6 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:

Mr. Bakari Ally (Course Director)

E-Mail: [bally@iaa.ac.tz](mailto:bally@iaa.ac.tz) and [bmwageni@gmail.com](mailto:bmwageni@gmail.com) ; Mob: +255 713561334 / +255626761973

Mr. Papias Njaala (Head of Department - Consultancy & Executive Development)

E-Mail [pnjaala@iaa.ac.tz](mailto:pnjaala@iaa.ac.tz) and [pnjaala@yahoo.co.uk](mailto:pnjaala@yahoo.co.uk); Mob: +255 784 436 286 / +255 777 236 286

Ms. Caroline Lucumay Administrative Secretary (Short Courses and Consultancy)

E-mail: [clucumay@iaa.ac.tz](mailto:clucumay@iaa.ac.tz) and [lucumayc@gmail.com](mailto:lucumayc@gmail.com) Mob: +255 754023059 / +255782993077

#### 8.0 Apply to:

The Rector

Institute of Accountancy Arusha

P.O. Box 2798, Njiro Hill, ARUSHA

Tel: + 255- 27 – 2549605/2549606/2549264/2549265

Fax: + 255 – 27 2549421