

Grow your career.
Level up for the future.

Developing and Presenting a Successful Business Case

Create support for your strategic business recommendations with a 5-step approach you can apply every day.



Schulich
School of Business
Executive Education

YORK U



A high-angle photograph of three business professionals in a meeting. A man in a dark suit is on the left, a woman in a white blouse and glasses is on the right, and another man in a grey suit is in the center. They are gathered around a wooden table, looking at documents and a tablet. The woman is pointing at a chart on the tablet with a blue pen. The man in the center is holding a red pen. The background is a blurred office setting.

Developing and Presenting a Successful Business Case

You have a great idea to capitalize on a new market opportunity, but it will require a commitment of key business resources in order to execute the plan. How do you move your new projects and strategies forward?

Companies today require key business decisions to be supported with a rock-solid business case. In this program, you will learn how to make a compelling rationale for your new strategic opportunities, in a clear and comprehensive manner using a proven five-step model. Plus learn effective report presentation techniques!

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Book this program [online](#)

Developing and Presenting a Successful Business Case

Writing a business case using this five-step model will save you time and can be used immediately to build a compelling proposal. Program/Opportunity Identification – learn to specify the gap between the actual and ideal – and how your ideas will achieve measurable improvement. Analysis of success drivers and impediments – learn the steps of systematically building a business case for your organization. Presenting strategic and tactical alternatives – identify and present key options at both a strategic and tactical level. This business-case writing training program includes comprehensive financial evaluation and recommendations – a complete process to compare the pros and cons of each idea, including financial, corporate and environmental goals. Finally, implementing a winning action plan – how to present and timeline your recommendations across four key functional areas: operations, marketing, finance and HR.



Book this program [online](#)



Program Highlight



5 Virtual Sessions

Five online modules you can complete at your own pace



Online

Entirely Virtual



Skills Based

Skills-intensive online workshop



CE Credits

14 PMI-PDU Strategic
14 HRPACPD Hours



Program Faculty



Sanjay J. Dhebar

MBA

Sanjay is a highly rated faculty member with the Schulich ExecEd, Schulich School of Business at York University. He coaches and develops senior leaders in organizations including Four Seasons Hotel, Siemens, Hoffman La Roche, TD Bank, NN Group, Mercedes Benz, Samsung, Teva, and Sick Kids Hospital. He uses the 'case study' methodology in his teachings drawing on best practice approaches across sectors. Sanjay has developed a respected process and practical approach called "The Business Workout", which enables business leaders achieve better performance and success.

Sanjay is an adjunct member of faculty at the Schulich School of Business and the University of Salzburg Business School in Austria. Sanjay's teaching focus includes sales, marketing and strategy. Building on his decade-long international teaching experience, and his expertise in developing cutting-edge experiential curriculum design, Sanjay has partnered with different universities to re-evaluate their pedagogy and enhance their new programs with current best practices including flipped classroom and online learning. In 2019 and 2020, Sanjay was nominated for a Schulich teaching excellence award as a top Faculty member.

In 2018, Sanjay published his first book: Tool box for Performance Driven Leaders. He holds an Honours BA in Public Policy from Ryerson University and an MBA in Marketing from the University of Leicester, UK. Recently, Sanjay completed an advanced certificate in digital marketing from MIT Boston along with a train the trainer certificate from Disney on Quality Service.



This program was helpful to me as a small business owner. I was able to apply the knowledge as to how to make business case decisions immediately + increase my profitability.

F. Rementilla

Chief Executive Officer, Rementilla Management



Program Content



Making 'The Business Case' for Your Breakthrough Ideas

- Leading product, service and market development breakthroughs
- Overcoming financial, managerial and organizational barriers
- Using the business case approach to compel others' support

Using the Business Case Approach in Practical Terms

- The premise behind case preparation
- Viewing your case plan as a complete document that frames the supporting strategic rationale
- Financial and strategic measurement

Understanding 5 Key Steps in Business Case Preparation

- Problem/Opportunity Identification; Analysis of Success Drivers/ Impediment; Presenting Strategic and Tactical Alternatives; Comprehensive Evaluation and Recommendations; Implementation and Action Planning

Conducting Financial Analysis for Your Business Cases

- What financial models are required to support strategic decisions?
- What reports work best when building business cases?
- Using sensitivity analysis for different projected scenarios
- Advanced evaluation techniques

Program Content



Developing A Case Presentation Specific to Your Organization

- Culture, strategy and environmental considerations
- Identifying critical objectives and decision criteria
- Showing strategic alignment to business goals

Preparing Your Final Report and Presenting Your Recommendations

- How to package and present your case for maximum impact
- Anticipating and responding to challenges
- Presenting your key financial and strategic reports

Who Will Benefit



New and Aspiring Leaders

Prepare for a leadership role with practical skills in preparing and presenting a convincing business proposal. Learn from real-life examples and share experiences with professionals in a variety of industries.



New Managers

Recently promoted leaders who regularly develop and present business recommendations will learn the most efficient techniques to build and present a professional, comprehensive business case.

Completion **Benefits**



Foundational

Signifies that you've gained information and insight into new skills.

After completing the Developing and Presenting a Successful Business Case program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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