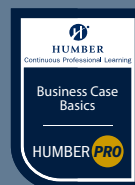


HUMBER **PRO**



Business Case Basics

Micro-credential



**Earn
Your
Badge.**

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Business Case Basics

The Business Case Basics Micro-credential helps learners with the tools and skills to strategically analyze a proposed project or initiative and create an assessment of the costs, benefits, risks, and other considerations associated with the project. Participants learn the four steps of decision-making, understand how to use appropriate financial and operational metrics, and practice writing conclusions that follow from forecasting and risk assessment. Working through a practice case study, learners gain the confidence to put forth a thoughtful and persuasive business case.



Competency Achieved

The learner will receive a digital badge upon successful course completion that demonstrates the earner can create a business case that displays clear purpose, structure, evaluation of options and an informed recommendation.

Key Topics and Skills

Module 1: Purpose, Structure and Problem Definition

- Apply the pyramid-of-writing concept to a business case
- Approach a business case using the 4 steps of decision-making
- Identify the problem a business case is intended to solve for
- Capture highlights of background information for use in a business case

Module 2: Identifying Options

- Identify the decision drivers around which the comparison of options will revolve
- Define the success of a business case in terms of summarizing what stakeholders are expecting from a case
- Identify options that should be considered as possible solutions

Module 3: Comparing Options

- Determine appropriate financial and operational metrics for use in comparing choices
- Compare different options for forecasting their pros and cons
- Identify risks that, if they were to occur, would alter the forecasts of pros and cons
- Write conclusions that follow from the forecasting and related risks

Module 4 – Writing a Recommendation

- Write a recommendation in support of the best option
- Explain the reasoning behind the recommended choice
- Describe the steps to be taken if the recommended choice is accepted
- Prepare an executive summary

Put Humber *Pro*'s Strength to Work for You

Humber *Pro* is professional learning at its best. Aimed at bridging skill gaps and empowering learners within organizations, Humber *Pro* focuses on the specific competencies that are essential for today's competitive landscape. The Workplace Essentials suite of micro-credentials is designed to be concise and up-to-date, enabling employees to efficiently acquire the expertise they need.

Humber *Pro* provides employees with the confidence and know-how to excel in their role, contributing to improved team performance and thus ensuring that their workforce is equipped with the right skills to drive success. Companies can make informed decisions, adapt to changes quickly, and achieve their goals faster and smarter than their competitors.

Many of North America's most successful companies have recognized the value of Humber *Pro*. By investing in ongoing professional development, these organizations enhance the capacity and value of their workforce, positioning themselves for long-term success in the ever changing and dynamic business landscape.

Custom Programming

All of the Humber *Pro* modules can be customized to include industry specific examples, topics and criteria such that case studies and curriculum aligns with organizational strategic initiatives. While the standard Humber *Pro* offering is four modules, over four weeks, delivery is flexible and can be condensed based on your team's needs. Programs can be delivered in-person at Humber's training centre or on client-site at your convenience.

Understanding Micro-credentials

Micro-credentials certify an individual's ongoing achievements in a flexible, fast and affordable format. They allow skills and competencies to be verified through a distinct set of criteria (expertise, skills, achievements or other qualities) that have a direct impact on the perceived quality and value of the MC for both the Earner (learner) and the Consumer (employer).

Micro-credentials are designed to help organizations recognize and integrate critical skill sets into their workforce while supporting the pursuit of individual career goals in a stackable, portable and customizable way.

About Continuous Professional Learning

At Humber College's Continuous Professional Learning, we offer an educational experience for professionals looking to upskill, reskill or build a foundation for a new career. We support organizations looking to achieve strategic goals by empowering employees with enhanced knowledge and skills. With more than 500 courses, Continuous Professional Learning provides industry-recognized learning from qualified facilitators to develop skills that lead to excellence in the workplace.