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Why Learn with 20/20?

- Two Decades of Trusted Expertise
- Experience Enriched Learning
- Bespoke Programmes Tailored To Your Needs
- Flexible Learning Options



Overview

Develop expertise in crafting effective business cases with the APMG Better Business Cases Foundation and Practitioner course. Based on the internationally recognised UK government Five Case Model, this course provides you with the skills to create well-justified, strategically aligned, and financially sound proposals for projects and investments.

Gain in-depth knowledge of the Five Case Model's key components - Strategic, Economic, Commercial, Financial, and Management Cases - and learn to communicate the value of structured business cases with confidence. The Practitioner level takes your learning further, offering hands-on exercises and case studies to help you tackle real-world challenges and deliver results with clarity and precision.

Gain expertise to:

- Use the Five Case Model to create structured, evidence-based business cases aligned with organisational goals.
- Assess investment options, manage risks, and ensure value for money.
- Develop persuasive cases that secure stakeholder support and funding.
- Apply knowledge through practical exercises and real-world case studies.

 Beginner Level Course

 Price available upon request

 APMG Accreditation

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Who Should Attend?

Perfect for those involved in writing, evaluating, or approving business cases, this course equips you to create evidence-based cases that secure stakeholder support and funding. Ideal for professionals in project planning, finance, policy, or procurement across both public and private sectors.

Virtual Classroom Delivery

Engage in 4 days of virtual learning where you will cover both the Foundation & Practitioner level, delivered via Adobe Connect. The first 2 days of learning will focus on the Foundation qualification and the last 2 days will focus on the Practitioner qualification.

Course Content

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Exam Details:

The Foundation exam will be sat on the afternoon of the 2nd day and the Practitioner exam will be sat on the afternoon of the 4th day.

Please note: If you do not pass the Foundation exam, you are still eligible to take the Practitioner course and exam. After completing the Practitioner exam, a provisional result will be displayed on-screen. If you pass, you'll need to retake and pass the Foundation exam promptly to officially confirm and release your Practitioner result.

What our customers say...

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"Fantastic training course! It was well-led, informative and engaging. The virtual classroom offered flexibility to learn remotely while still being engaging, like a classroom course."

Trusted Customer

★★★★☆ 4.6/5