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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

Master the Five Case Model with the APMG Better Business Cases™ Foundation course - a structured framework designed to help you develop compelling business cases and drive value-driven investment decisions. Explore Strategic, Economic, Commercial, Financial, and Management cases, and gain the skills to justify initiatives, secure funding, and deliver successful project outcomes.


Build your expertise to:

- Understand the Five Cases Model's structure and purpose
- Explore its five components: Strategic, Economic, Commercial, Financial, and Management
- Master principles for planning and justifying projects
- Learn key terms and concepts for creating strong business cases

Beginner Level Course

£895 + VAT

APMG Accreditation

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Who Should Attend?

Ideal for Senior Responsible Owners (SROs), Programme Directors, Project Managers, team members, specialist advisers, and officers responsible for delivering or reviewing business cases.

Virtual Classroom Delivery

Enjoy 2-days of flexible learning with our virtual classroom option! Learn from anywhere while benefiting from live, interactive sessions with experienced facilitators and peers. Delivered via Adobe Connect.

Course Content

The programme will cover the following topics:

- Understand the Five Case Model's purpose and structure.
- Identify the model's five components: Strategic, Economic, Commercial, Financial, and Management Cases.
- Gain insights into the core principles of justifying and planning successful projects.
- Learn the terminology and key concepts for constructing business cases.

Exam Details

This course includes an online multiple-choice exam lasting 40 minutes. The exam consists of 50 questions, and a minimum score of 25 marks is required to pass.

What our customers say...



"Very well-led and informative. Information is presented in an excellent manner. Course presenter made sure to make everyone feel invested and comfortable at the same time."

Trusted Customer - 2024

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