

# Better Business Cases



# About us

## **Why train at CIPFA?**

CIPFA has a long history of delivering outstanding training to finance professionals and public service leaders across the world.

As the only professional body exclusively for people in public finance, we understand the market challenges and are committed to providing you with the best training and development tools to support you and your team.

Our full range of courses covers a diverse range of topics, including leadership, counter fraud and anti-corruption, contract management, corporate governance, data analysis, financial business partnering, public sector procurement and more.

If you can't find the topic you're interested in, we can work with you to develop a programme specifically for your organisation.

Browse the full range: [www.cipfa.org/training](https://www.cipfa.org/training)

# About the programme

Better Business Cases™ is an initiative from HM Treasury and Welsh Government that aims to increase the skills of those involved in preparing or reviewing business cases.

Decision-makers at all levels across the public and third sectors as well as their professional advisers can use the framework and tools in the Treasury/Welsh Government guidance on Better Business Cases™, to improve the effectiveness and transparency of their decision-making process.

The Better Business Cases™ training is made up of two parts, the “Foundation” and “Practitioner” levels. They are examined against HM Treasury’s Green Book Guidance on Public Sector Business Cases Using the Five Case Model.

You must successfully complete the Foundation level before attempting the Practitioner level.

## Your CPD

All CIPFA training counts towards your continuing professional development (CPD). If you are a CIPFA Chartered Member, you are required to undertake a minimum of 20 hours of relevant CPD activity each year as part of maintaining your professional competence and to develop relevant skills and knowledge.

For full details visit:  
[www.cipfa.org/cpd](http://www.cipfa.org/cpd)

## In house delivery

The Foundation and Practitioner levels can be delivered in-house, at your location, saving you valuable time and money.

This is especially cost-effective for organisations interested in training a number of individuals or whole teams.

We can also tailor the course(s) to the needs of your organisation and for larger or complex projects where the guidance needs careful interpretation. Depending on your requirements, we can remove the assessment/examination from the programme.

For more information about running the programme in-house, contact us:  
[InHouseTraining@cipfa.org](mailto:InHouseTraining@cipfa.org)

# Foundation level

The Better Business Cases™ Foundation level offers a comprehensive introduction to developing a business case using the 'Five Case Model' and HM Treasury's guidance.

You can choose to complete the course either in-person or online via virtual classroom. It is also available as a standalone e-learning package (see page 5).

Through tips and advice on good practice, pitfalls to avoid, mock exam questions, case studies and examples, you will gain:

- insight into developing an effective business case with public value at its core
- the ability to better scope and plan investment decisions
- the skills to develop a robust framework for transparent decision-making and quality spending proposals
- a recognised qualification to relevant standards.

## Who is the course aimed at?

The Foundation level is aimed at everyone who needs an overall understanding of the process and who will be developing business cases, including:

- decision-makers and Senior Responsible Owners with responsibility for the successful delivery of programmes and projects
- programme and project managers, project team members and their specialist advisers
- those involved in the scrutiny and review of business cases.

## Course outline

### Day 1

- The need for the HM Treasury's guidance
- The Better Business Cases™ Model
- Developing iterative business cases
- Strategic Outline Business Case
- Outline Business Case

### Day 2

- Full/Final Business Case
- Examination preparation
- Mock exam
- Final plenary
- Examination (if you are completing the course in-person)

## Duration

The Foundation level is completed over two days. This includes:

- one hour of pre-course, self-directed learning
- 12 hours of classroom learning
- an examination.

## Assessment

The Foundation level is assessed via a 40 minute closed-book multiple choice examination, administered by CIPFA and externally marked. If you are completing the course in-person, you will sit the exam on day two. Those attending via virtual classroom will sit the exam online, at your convenience.

## Accreditation

On successful completion of the Foundation examination, you will receive an internationally recognised certificate from the Treasury's accreditation body.

## Pricing

The Foundation level open course costs £880 + VAT.

A 10% discount is available to all CIPFA members. The course fee includes:

- tuition and all course materials
- examination fee
- assessment, marking and moderation.



### How to book

Visit:

[www.cipfa.org/bbcfoundation](http://www.cipfa.org/bbcfoundation)

Or phone: **+44 (0)20 7543 5600**

# Foundation level e-learning

As an alternative to completing the Foundation level in a classroom environment, we offer an e-learning option, delivered via CIPFA's virtual learning environment without a live facilitator.

This covers exactly the same content as the classroom option, including tips and advice on good practice, pitfalls to avoid, mock exam questions, case studies and examples.

All the learning materials are accessed through direct links and you have the flexibility of learning anywhere at your own pace and at a time of your choosing.

## Duration

The Foundation level e-learning is completed over approximately one and a half days. This includes:

- three to four hours of self-paced learning per e-learning session
- time for reading the associated learning materials, including case studies and examples,
- online examination.

## Assessment

The Foundation level e-learning is assessed via an online 40 minute closed-book multiple choice examination, administered by CIPFA and externally marked.

## Accreditation

On successful completion of the Foundation examination, you will receive an internationally recognised certificate from the Treasury's accreditation body.

## Pricing

The Foundation level e-learning costs £395 +VAT

This includes:

- all course materials
- on-line examination fee
- assessment, marking and moderation.



### How to book

Visit: [www.cipfa.org/bbcfoundation](http://www.cipfa.org/bbcfoundation)

Or phone: +44 (0)20 7543 5600

# Practitioner level

The Practitioner level is designed to confirm that you have achieved sufficient understanding of the theory and application of the Five Case Model to allow you to lead the production of a Better Business Case.

You can choose to complete the course either in-person or online via virtual classroom.

You will gain:

- a practical understanding of how to construct a business case using the Five Case Model as a backdrop
- confidence that the approach you use when you return to the workplace is a tried and tested methodology
- the ability to report more effectively to decision-makers to get the best possible value for money
- the industry-leading qualification in business case development.

## Who is the course aimed at?

The Practitioner level is an advanced professional qualification aimed at those who will be leading the development of business cases and who need an in-depth understanding of the process, including:

- programme and project managers
- Finance Business Partners, Procurement Business Partners, economists and investment specialists
- those leading the scrutiny and review of business cases and investment decisions.

## Course outline

### Day 1

- Overview of the Better Business Cases™ Model
- Case studies and classroom discussion:
  - Identifying appropriate application of Better Business Case model tools and approaches
  - Reviewing examples of business cases and drawing out relevant lessons

### Day 2

- Overview of guidance
- Examination preparation
- Mock exam
- Final exam (if you are completing the course in-person)

## Duration

The Practitioner level is completed over two days. This includes:

- 10 hours of classroom learning
- an examination

## Assessment

The Practitioner level is assessed via a two-and-a-half hour closed-book multiple choice examination, administered by CIPFA and externally marked. If you are completing the course in-person, you will sit the exam on day two. Those attending via virtual classroom will sit the exam online, at your convenience.

## Accreditation

On successful completion of the Practitioner examination, you will receive an internationally recognised certificate from the Treasury's accreditation body.

## Pricing

The Practitioner level open course costs £880 + VAT.

A 10% discount is available to all CIPFA members.

This includes:

- tuition and all course materials
- examination fee
- assessment, marking and moderation.



### How to book

Visit:

[www.cipfa.org/bbcpractitioner](http://www.cipfa.org/bbcpractitioner)

Or phone: **+44 (0)20 7543 5600**



## Making it count

CIPFA is committed to changing lives for the better.

As a global leader in public financial management and governance, our aim is to make a difference to the world we live in. Our work enables people to prosper, protects the vulnerable and helps sustain the environment for future generations.

As a professional institute, we support our members and students to act with integrity and deliver excellence in public financial management throughout their careers.

By setting standards and advising public bodies and governments, we help ensure the money and resources used on behalf of citizens are raised and spent fairly, transparently, efficiently and are free from fraud and corruption.

Our thought leadership puts us at the heart of the policy debate, while our education and training offerings and range of advisory services support our members, students and other public finance professionals, helping them add value to their teams and the organisations for which they work.

CIPFA is a global body, operating at local, national and international level. Wherever we find ourselves and whoever we are supporting, our goal is to always make it count.



77 Mansell Street, London E1 8AN  
+44 (0)20 7543 5600

The Chartered Institute of Public Finance and Accountancy.  
Registered with the Charity Commissioners of England and Wales No 231060.  
Registered with the Office of the Scottish Charity Regulator No SC037963.

[cipfa.org](https://cipfa.org)