

FinListics Business Case Acumen eLearning Courseware

Objective: *Develop a World-Class Business Case*

The FinListics Business Case Acumen eLearning Courseware helps you enhance your skills in speaking the universal executive language of finance, aids in better developing a link between

your solutions and your clients' challenges, strategies, and goals, and it also shows you how to motivate the need for change.

The CHALLENGE

Now more than ever, client executives are closely scrutinizing all investments for business benefits and value creation. This requires that sellers work with the client to develop world-class business cases to help secure executive support and funding.

The SOLUTION

eLearning Courseware:
BUSINESS CASE ACUMEN

Key Features of BUSINESS CASE ACUMEN

- Learn the key elements of both a quantitative and qualitative business assessment
- Discover the critical success factors required for an investment to deliver promised business & financial benefits
- Understand how clients make funding decisions
- Relate a business case to a client's goals and key financial metrics
- Analyze a case study throughout the course using the FinListics Business Case Builder tool in order to apply what you have learned
- Articulate and show the value of your solutions

[\(Click here for detailed overview\)](#)

Delivery of BUSINESS CASE ACUMEN

- Self-paced FinListics "Business Case Acumen" eLearning Courseware

FinListics Business Case Acumen eLearning Courseware

Module 1 Business Case Overview	Module 2 Cash Flow
<p>Learn why client executives build a business case and what they require in a world-class business case. Also discover the key components – qualitative and quantitative assessments – and how to use these to beat external and internal competitors.</p> <p><i>Approximate running time: xx minutes</i></p>	<p>Learn why incremental cash flow is one of the most important parts of a business case. It is typically the most challenging to estimate but receives the most attention in the decision to fund a project. We'll discover what it is, how to estimate it, and review examples in revenue, cost reduction, cost avoidance, & working capital.</p> <p><i>Approximate running time: xx minutes</i></p>
Module 3 Fundamentals of Financial Decision Making	Module 4 Key Financial Criteria
<p>Explore the quantitative framework clients use to assess a project's quantitative benefits. Learn how financial decisions are made using valuation & return perspectives, along with how the cost of capital and hurdle rate are used in assessing a project's quantitative benefit.</p> <p><i>Approximate running time: xx minutes</i></p>	<p>You'll learn the financial criteria most commonly used to assess a project's financial benefits. They are explored from both a quantitative and a practical business perspective. These criteria are Net Present Value (NPV), Total Cost of Ownership (TCO), Return on Investment (ROI), Internal Rate of Return (IRR), and Payback.</p> <p><i>Approximate running time: xx minutes</i></p>