



Module Specification

Business Case Development

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Business Case Development

Module code: UMCDVW-30-2

Level: Level 5

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: University Centre Weston

Delivery locations: University Centre Weston

Field:

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module examines the development of a business case including the purpose, core content and ongoing revision and review throughout the project lifecycle. You will develop your understanding of how the business case aligns to the organisation's strategic portfolio and how it is used to justify investment in the project in line with governance processes.

Features: Not applicable

Educational aims: In addition to the learning outcomes, the educational aims may explore, develop, and practise but not formally assess the following:

Independent learning, group work and skills associated with discussion and debate;

Personal organisation and study skills as well as your analytical ones.

Outline syllabus: Within this module you will develop your understanding the role of the business case throughout the project lifecycle and the core contents of a business case including:

The project vision and alignment with organisational strategy

Options appraisal (including 'do nothing') and rationale for preferred solution

Expected benefits of the project both qualitative and quantitative

Commercial aspects including investment appraisal techniques

Risk analysis and how it could impact delivery of the project and benefits

Timescales – delivery of the outputs and predicted realisation of the benefits

Part 3: Teaching and learning methods

Teaching and learning methods: This module may consist of the following activities:

Lectures

Seminars

1:1 tutorial

Peer reviews

Visiting industry speaker talks

Independent study

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically discuss the business case development throughout the project lifecycle in line with organisational governance

MO2 Apply and explore options of appraisal within the business case and how it relates to overall organisational strategy

MO3 Ability to apply financial investment appraisal techniques to ensure project viability and benefits realisation timescales

MO4 Critically analyse the key factors impacting project justification including risk appetite

MO5 Communicate findings coherently in written and digital formats suitable for a business audience

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 210 hours

Face-to-face learning = 90 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://ri.talis.com/3/uwe/lists/8FFAAC9E-0F62-57DC-BAA3-CFA0C3A94648.html?lang=en>

Part 4: Assessment

Assessment strategy: Assessment Task 1 - Presentation (poster defence) - 15 mins

For this assessment you will undertake a poster defence to show your understanding of the key components, stages and potential risks of a business case development for a given project. This assessment will enable you to fully explore the approach that you will take whilst highlighting key information and potential pitfalls for developing your business case.

Assessment Task 2 - 1500-word written assignment that critically analyses how your organisation quantifies criteria for project justification.

The assessments for this module will show your understanding of how business cases are put together and the potential pitfalls that surround them. You will critically discuss business case development within your organisations and the adopted PMLC(s), for example, analysing the stakeholder feedback, applying business decision making frameworks and ensuring financial viability.

Opportunities for formative assessment exist for each of the assessment strategies used. Verbal feedback is given and all students will have the opportunity for personalised tutorials to discuss the application of their ideas.

Assessment components:

Presentation (First Sit)

Description: Presentation - 15 mins

For this assessment you will undertake a poster defence to show your understanding of the key components, stages and potential risks of a business case development for a given project.

This assessment will enable you to fully explore the approach that you will take whilst highlighting key information and potential pitfalls for developing your business case.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Written Assignment (First Sit)

Description: 1,500 word written assignment that critically analyses how your organisation quantifies criteria for project justification.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Presentation (Resit)

Description: Presentation - 15 mins

For this assessment you will undertake a poster defence to show your understanding of the key components, stages and potential risks of a business case development for a given project.

This assessment will enable you to fully explore the approach that you will take whilst highlighting key information and potential pitfalls for developing your business case.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Written Assignment (Resit)

Description: 1,500 word written assessment that critically analyses how your organisation quantifies criteria for project justification.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Project Management {Apprenticeship-UCW} [UCW] BSc (Hons) 2023-24