



# Business Case Development for Operations and Supply Chain Management

TBD | Online (Virtually-led)



» The ability to write a compelling business case is a core competency for effective leaders. A business case is a critical requirement before committing to projects, new products or other investments. It is also an argument that needs to convince the recipient to invest in this undertaking rather than others. Rigorous business case preparation reduces the risk of poorly targeted or poorly executed projects, improves strategic alignment of investments and increases the probability of achieving expected returns.

This course equips participants with the necessary skills and tools to develop structured business cases. Presented techniques are field-proven and derived from successful implementation. Case exercises are adapted from real situations and projects.

## Who should attend:

- Supply Chain, Finance, Marketing and Sales Executives (Managers, Directors, VPs)
- Supply Chain and Logistics Managers, Consultants, Supervisors, Planners, and Engineers
- Inventory Planners
- Procurement and Sourcing Analysts and Managers
- Transportation, Logistics, and Facility Planners, Managers, and Engineers
- Systems, Project, and Program Managers

For more info: [pe.gatech.edu/bcd](https://pe.gatech.edu/bcd)

## What you will learn:

- The business case process and how to logically address it
- Structured business cases for initiatives within OSM
- How to target investments with reduced risk and improved strategic alignment
- The ability to identify, develop, and evaluate alternative options and decision paths



Supply Chain and  
Logistics Institute