



Project Management Class

Creating a Business Case and Project Charter for Your Chosen Idea

Step 1: Develop the Business Case

The business case justifies the need for the project and ensures alignment with organizational goals. Follow these steps:

1. Define the Problem or Opportunity

- Clearly articulate the issue or opportunity the project will address.
- Explain the impact of not pursuing the project.

2. Outline Objectives

- State what the project aims to achieve in measurable terms (e.g., improve customer satisfaction by 20%).

3. Analyze Options

- Present possible approaches (including the "do nothing" option) and evaluate their pros and cons.
- Recommend the most feasible solution based on cost, time, and impact.

4. Assess Benefits

- Detail the tangible and intangible benefits (e.g., increased revenue, enhanced reputation).

5. Estimate Costs and Risks

- Provide an overview of costs (initial, operational, maintenance) and identify key risks with mitigation strategies.

6. Summarize and Recommend

- Provide a concise summary of why the project is worth pursuing.
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Step 2: Create the Project Charter

The project charter formally authorizes the project, providing a clear framework for its initiation.

1. Project Title

- Give the project a meaningful name, and it must be related to what you are studying.

2. Project Purpose

- Briefly explain why the project exists and its alignment with strategic goals.

3. Objectives

- Define clear, specific, measurable goals for the project.

4. Scope Statement

- Describe the boundaries of the project, including what is in and out of scope.

5. Deliverables

- List the expected outcomes (e.g., a new software tool or a completed training program).

6. Milestones

- Identify key phases or completion points (e.g., prototype delivery, final implementation).

7. Budget Overview

- Provide a high-level budget estimate.

8. Roles and Responsibilities

- Define the key team members, roles, and responsibilities (e.g., Project Sponsor, Project Manager).

9. Stakeholder Identification

- Identify who will be impacted by or have an interest in the project.

10. Assumptions and Constraints

- List assumptions (e.g., availability of resources) and constraints (e.g., deadlines, budget limits).

11. Risk Overview

- Identify high-level risks and outline preliminary mitigation strategies.

12. Approval Section

- Include a section for the project sponsor's signature to authorize the project formally.
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