



Project Investment Analysis

In this masterclass we will examine the key issues faced by senior executives when making project funding decisions. Weaknesses in conventional approaches have, for too long, led to disappointing returns on project investment at best—and outright failure at worst. Within the Research School of Management we have developed a potent toolset that deals with the most detrimental of the shortcomings in accepted practice. This session explores the foundations of this toolset—and its practical applications in business.

Recommended audience

This masterclass is designed for executives who are concerned with the funding, monitoring and evaluation of business projects.

Key benefits

By the end of this masterclass, participants will be able to:

- Participate meaningfully in project funding decisions
- Critically appraise the quality of business cases tabled in their respective organisations
- Make reliable judgements about the progress of approved projects
- Gauge the performance of key players in completed projects

Topics to be covered

- The ITO model of a project
- The structural features of projects
- Initiation and the Business case
- Project governance: monitoring and tracking project progress
- Project performance and evaluation

Length of session

One half-day of combined short interactive lectures and group discussions

