Business Case Proposal

What is a Business Case?

It is a document that captures the reasons behind starting a project or task and the associated costs and benefits.

What type of activities does this cover?

Business cases should be made for all major undertakings i.e. Estates projects, IT projects, equipment purchases, portfolio shifts, structural changes, major process changes, joint ventures, collaborative or partnership projects.

What is a Business Case Proposal?

The Proposal document is an outline or summary used to obtain management commitment and approval for a more detailed Business Case to be developed and to justify the resource needed to develop a full business case.

When a Business Case Proposal Template is required?

It should be used to outline a proposal or project that will provide benefit to the University. It is an outline or summary document which should provide enough detail within it for the University Executive to make a decision on whether or not to proceed further. It is not expected to contain the same level of detail as a Full Business Case. Guidance is provided on the sorts of things that you should think about and include. The Business Case Proposal should support improved & evidence based decision making by;

- Setting out benefits, costs, risks & timescales
- Providing a framework to weigh up options and record a decision

Who would need to complete a Business Case Proposal?

The proposer should complete this template and use it as a base from which the proposer can have discussions with their Executive Dean or Executive member.

Should the Executive Dean or Executive member agree, then the proposal will be submitted for discussion at the Executive Board.

Submission

All Business Case Proposals should be discussed with the relevant Finance Business Partner prior to submission for Executive Board approval. Please follow this link for the relevant partner.
<table>
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<td><strong>Business Case Proposal Template</strong></td>
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| **Proposer** | |
| **School/Department** | |
| **Executive Sponsor** | |
| **Executive Summary** | - Provide a high level summary of what’s being proposed, why and anticipated benefits |
| **Strategic Objective & Fit** | - Relate business case proposal to delivery of GCU mission & vision.  
  - Contrast present situation with future & what happens if do nothing. |
| **Options Considered** | - Have other options been considered and why have they been discounted?  
  - What is considered best practice?  
  - What do other institutions do?  
  - Is any benchmarking data available? |
| **Summary of Key Benefits** | - State the benefits of undertaking the project. For example;  
  - What income streams will be grown?  
  - What are the cost savings or avoided costs?  
  - What are the efficiency savings?  
  - Will there be a transfer of knowledge  
  - What will be improvements in our marketing competitiveness  
  - What services will be refined? |
| **Forecast Financial Impact** | - What are the likely costs of the proposal?  
  - What are the likely income streams of the proposal?  
  - What efficiency savings are likely to result?  
  - What source of funding do you envisage? |
| **Timescales** | - When would the full business case be completed and ready for review?  
  - Enter the proposed project timescales, delivery dates, key milestones etc |
| **Costing & Resources Required** | - Is there internal resource capability/capacity to complete a full business case?  
  - If so, how much?  
  - If not, is there budget available to complete the business case or are funds being requested? |
| **Structure of Governance** | - Who will be the lead person responsible for development of the fuller business case?  
  - Who are the key stakeholders?  
  - What consultation is needed?  
  - What approval process is needed in light of the nature and value of the project? |