

Business case template: user guide



How to use our business case template

Our free business case template has been designed to help you successfully ask your employer for study sponsorship.

This additional user guide offers useful guidance on how to fill in each section of the template. It's important to include as much information as you can about the course you would like to study and the benefits it offers to you and your organisation. This will help your employer to make an informed decision on your business case request.

Executive summary

In a few short paragraphs, summarise the important information your employer needs to know about your study sponsorship business case, including:

- course name;
- course provider;
- course fees;
- benefits to you and your employer; and
- what studying the course will involve.

An executive summary makes your case easier for your employer to digest and consider. You can go into more detail in later sections.

Benefits to the organisation

Be as detailed as possible about the benefits the course offers your employer, such as how your new skills will add value to the organisation, directly applying this to your role.

Costs to the organisation

Clearly outline the course fees, which can usually be found on the provider's course page or website. Remember, the total cost also includes any additional financial help you may need beyond the course fees. Be as accurate as possible, including specifying whether the course fees include VAT.

Next, propose a payment timeline that outlines when and how frequently these fees can be paid.

Why I've chosen to study the course

Be as detailed as possible about the benefits the course offers you as an employee, for example, the valuable experience you will gain. Outline to your employer how the course will aid your professional development, which, in turn, benefits the organisation.

Why I've chosen this course provider

Highlight the benefits of studying with your chosen course provider, such as high league table rankings. This will show your employer that you'll be benefitting from the course provider's unique expertise.

What study will involve

Try to be as detailed as possible about:

- your course commitments, such as contact time, study and learning time and your study schedule;
- how long the course is likely to take you;
- how you'll balance the course alongside your work commitments; and
- anything else you may need from your employer to complete the course successfully.

Providing this information will give your employer a clear picture of how you will be spending your time during the course, further demonstrating why it's worthwhile.

Conclusion

Use this section to summarise everything you have presented in your business case, highlighting the most important takeaways in three or four short paragraphs.

You should also take the opportunity here to reiterate that you have done your research into the course and its benefits, and you're confident that it will help both you and your employer.

Next steps

Explain what will happen next if your employer accepts your proposal, including when you will enrol. In addition, provide links and contact details for the course provider so your employer can find further information to help them make their decision.