

# Benefits Management and Business Acceptance Course

**Course Duration : 24 Hours**

**Course code : BMBA-909**

## 1. Course Overview

The Benefits Management and Business Acceptance Course is designed to help professionals understand how to identify, manage, and realize business benefits from projects and IT initiatives. This course focuses on ensuring that organizational changes deliver measurable value and are successfully accepted by stakeholders.

## 2. What you'll learn?

- Fundamentals of benefits management
- Identifying and defining business benefits
- Benefits realization frameworks
- Stakeholder engagement and communication
- Business acceptance strategies
- Measuring ROI and success metrics

## 3. Target Audience

- Project managers and program managers
- Business analysts and consultants
- Change management professionals
- IT managers and team leaders
- Professionals involved in digital transformation

## 4. Pre-Requisites

- Basic understanding of business processes
- Familiarity with project management concepts
- Experience in business or IT roles (recommended)
- Interest in change and benefits management

## 5. Course Content (Modules)

### Module 1: Introduction to Benefits Management

- Key concepts and principles
- Importance of benefits realization
- Linking benefits to business strategy

### Module 2: Benefits Identification & Planning

- Identifying tangible and intangible benefits
- Creating benefits maps
- Planning for benefits realization

### Module 3: Stakeholder Engagement & Business Acceptance

- Stakeholder analysis
- Communication strategies
- Driving business acceptance

### Module 4: Monitoring & Measuring Benefits

- Performance metrics and KPIs
- ROI evaluation
- Continuous improvement

### Module 5: Case Studies & Best Practices

- Real-world scenarios
- Lessons learned
- Industry best practices