PROJECTS AND BUSINESS

Business Acumen for Projects

Connect project delivery with business value beyond time and budget.

6 sessions × 2 hours · 12 hours · 1190 AZN. Prices may change depending on current conditions.

Who is it for

For project leads, product owners, PMO staff and managers sponsoring projects.

Programme purpose

Link project objectives, benefit assumptions, stakeholders, costs and outcome measures. Prepare a brief business case and value-tracking plan for a real project. This is not PMI certification preparation.

By the end you will be able to

- You will create a concise business case, stakeholder plan and value measures.

Practical assignments

- We will frame the objective, benefits, alternatives and decision criteria for a selected project.

Session plan

01 Session 1: business problem and project objective

02 Session 2: benefit assumptions and alternative solutions

03 Session 3: cost, risk and key trade-offs

04 Session 4: stakeholders and decision structure

05 Session 5: value measures and tracking plan

06 Session 6: presenting the business case

Final practical output

You will create a concise business case, stakeholder plan and value measures.

Assessment and feedback

The final practical work receives trainer feedback on fit to a real or sample situation, clarity of reasoning and actionable next steps.

Training format

Individual live online training only: one participant and one trainer. 6 sessions × 120 minutes (720 minutes total). Zoom / Google Meet; schedule agreed individually.

Topic references

Project Management Institute — Pulse of the Profession 2025: https://www.pmi.org/learning/thought-leadership/boosting-business-acumen

References inform the topics; AİTM does not claim accreditation by these organisations.

Contact and enrolment
Aseto İnkişaf Təlim Mərkəzi (AİTM) · Bakı, Azərbaycan
+994 10 389 39 29 · custom@aitm.az · aitm.az
https://aitm.az/en/individual-online-training/project-business-acumen