

# BUSINESS CASE DEVELOPMENT

COURSE BROCHURE

5 INDUSTRY LEADERS  
15 ASYNCHRONOUS MICRO-LESSONS  
1 LIVE MENTORSHIP SESSION

INDUSTRY-LED PROFESSIONAL MICRO-CREDENTIAL CERTIFICATIONS

Funded by:  
Federal Economic Development  
Agency for Southern Ontario

Canada



McMaster  
University

ENGINEERING

# BUSINESS CASE DEVELOPMENT

## COURSE OVERVIEW

Focused on enabling leaders within industry business operations to collaborate, develop, plan and brief a business case.

A joint training initiative between McMaster University and Women In Aerospace Canada - the Business Case Development (BCD) course uses an industry-led approach bringing together senior business leaders to instruct, mentor and share first-hand experience.

Participants will view asynchronous lessons crafted by senior leaders on developing strategies to develop a business case, decision-making techniques & execution methodologies, and strategies on risk mitigation.

At the conclusion of the 4 week course, participants can attend a live group-mentorship session to gain insight into prevalent challenges faced by engaging with senior industry leader mentors.

This course is designed for leaders in aerospace looking to enhance stakeholder engagement and buy-in through developing and presenting a robust business case.

## WHO SHOULD ATTEND?

- Employees taking on a new leadership role
- Directors, Senior Managers
- Managers or Supervisors
- Skilled workers that may act in a leadership role within their teams
- Graduate Students
- Undergraduate Students

## BCD COURSE APPROACH

1 hr | Live - Orientation Session  
4 Weeks | Access & View 15 x Industry-Led Video Micro-Lessons  
1.5 hrs | Live - Mentorship Session



**Please check online for latest course dates:**  
[www.mccmcmaster.ca/bcd](http://www.mccmcmaster.ca/bcd)

## LEARNING OBJECTIVES

- Learn strategies used by senior leaders in aerospace on crafting and presenting a business case.
- Understand approaches to conduct group-based decision-making, and course of action selection.
- Learn about the design thinking methodology and tools to enhance stakeholder engagement.
- Incorporate risk mitigation strategies based on organizational complexity.
- See examples of business cases from multiple aerospace sectors.



**MCMASTER  
PROFESSIONAL MICRO-  
CREDENTIAL CERTIFICATE**



**LEADERSHIP  
ASSESSMENTS**



**INDUSTRY-READY TOOLS  
PACKAGE**



**HYBRID LIVE &  
ASYNCHRONOUS**

# BUSINESS CASE DEVELOPMENT



## SPEAKERS & MENTORS

Learn directly from senior industry leaders on the Business Case Development Course.



**NANCY BARBER**  
COO (RET'D)  
BOMBARDIER



**DAVE HYEM**  
VICE PRESIDENT (RET'D)  
BOEING



**DAN VERWIEL**  
VP & GM MISSILE DEFENSE AND  
PROTECTIVE SYSTEMS (RET'D)  
NORTHROP GRUMMAN



**CRAIG TREWET**  
SENIOR EXECUTIVE (RET'D)  
BOEING



**SHELLEY PETERSON**  
XR INDUSTRY PIONEER  
MICROSOFT | LOCKHEED MARTIN

\* Speakers are subject to change based on availability. Please check the course website for the latest updates.



## AGENDA

1 HR

### Online Live

Course Introduction & Orientation.

4 WEEKS

### Asynchronous Self-Paced

Access & view 15 x 15-20 min micro lessons crafted by leaders in industry on the following competencies.

- Business Case Development Strategies.
- Group-Based Decision-Making Techniques.
- Intent Execution & Course of Action (COA) Development.
- Risk Mitigation Strategies.
- Preparing & Briefing a Business Case.
- Business Case Examples.

1.5 HRS

### Online Live

Group-Mentorship Session (Live). Participants will engage with an industry leader mentor over three 20 minute break out room sessions to gain insight into prevalent challenges faced.

Apply Today | [www.mccmcmaster.ca/bcd](http://www.mccmcmaster.ca/bcd)



## ADMISSION DETAILS

Participants should have relevant work experience or education in their industry field; a college or university education is an asset but not required.

Please contact Angela Ariza - Outreach Coordinator at [arizaala@mcmaster.ca](mailto:arizaala@mcmaster.ca) if you have any questions.



## TUITION & FEES

Please note costs noted below are in CAD dollars, and do not include the 13% HST - Harmonized Sales Tax charged for Canadian Applicants.

**REGULAR | \$750 CAD + HST**

**ASSOCIATIONS | MCMASTER STAFF/ALUMNI | \$500 CAD + HST**

**SOUTHERN ONTARIO AEROSPACE 90% SUBSIDY | \$75 CAD + HST**

We would like to acknowledge the Government of Canada's support through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) for the Aerospace Regional Recovery Initiative (ARRI).

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## CONTACT US

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[coreaa@mcmaster.ca](mailto:coreaa@mcmaster.ca)

[www.mccmcmaster.ca/bcd](http://www.mccmcmaster.ca/bcd)

## PROGRAM LEAD

### INDUSTRY OPERATIONS LEADERSHIP & MANAGEMENT

**Ashan Corea**

McMaster University

W Booth School of Engineering Practice and Technology

Certificates of Completion Professional Programs

[coreaa@mcmaster.ca](mailto:coreaa@mcmaster.ca)

## OUTREACH COORDINATOR

**Angela Ariza**

[arizaala@mcmaster.ca](mailto:arizaala@mcmaster.ca)

## READY TO ENROLL?

Do you have general questions about our programs, courses, or subsidy options? Our team is here to help.



INDUSTRY-LED ASYNCHRONOUS LEARNING ENHANCED WITH LIVE MENTORSHIP TO ADDRESS REAL-TIME CHALLENGES FACED.



WALK AWAY WITH A JOINT WIA | MCMASTER CERTIFICATE AND PRACTICAL SKILLS TO THINK AND PROBLEM-SOLVE LIKE A LEADER.



HEAR FROM ACADEMIC INSTRUCTORS AND EXPERIENCED INDUSTRY EXPERTS ACROSS DISCIPLINES.



GROW YOUR PROFESSIONAL NETWORK BY CONNECTING WITH LIKE-MINDED BUSINESS LEADERS ACROSS MULTIPLE INDUSTRIES.

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