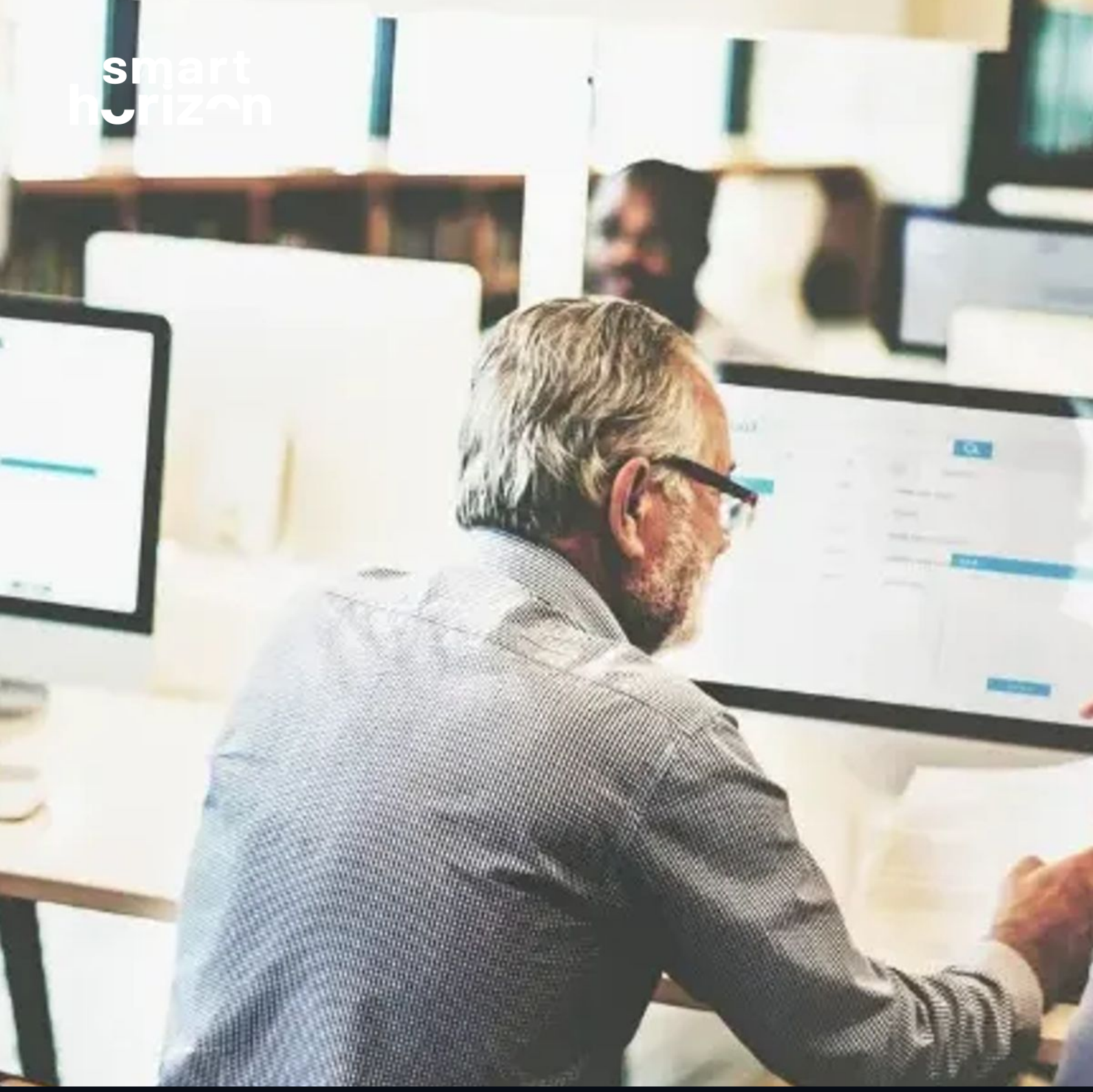


PROJECT MANAGEMENT | COURSE BROCHURE

Project Formulation and Feasibility Studies Analysis

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course equips professionals with the skills to formulate and analyse project feasibility studies. Participants will learn to assess project viability, financial implications, and risk factors, enabling informed decision-making in project management and investment planning.

Project formulation and feasibility studies are critical in determining the success of initiatives within organisations. Professionals often face challenges in accurately assessing project viability, which can lead to wasted resources and missed opportunities. Understanding how to conduct thorough feasibility analyses is essential for making informed investment decisions and ensuring project alignment with strategic goals. This course provides the tools and frameworks necessary to evaluate project proposals effectively, allowing participants to identify potential pitfalls and opportunities early in the project lifecycle, ultimately enhancing project success rates and organisational performance. Participants will also learn to navigate complex stakeholder dynamics, ensuring that their analyses consider diverse perspectives and needs.
Participants will engage in practical exercises that mirror real-world scenarios, enhancing their ability to evaluate project proposals. They will practice financial analysis, risk assessment, and stakeholder engagement, which are crucial for effective project management. By developing these capabilities, participants will be better equipped to make strategic decisions that align with organisational objectives. The course also emphasises the importance of communication and negotiation skills in presenting feasibility study findings to stakeholders, ensuring that participants can advocate for their projects effectively and secure necessary buy-in for successful implementation. This comprehensive approach prepares attendees to handle the complexities of project formulation in their respective fields.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and simulations to build practical skills in project formulation and feasibility analysis. Participants will work in groups to analyse hypothetical projects, applying tools such as SWOT analysis, cost-benefit analysis, and risk assessment frameworks. Each day includes hands-on activities where participants will create financial projections, risk management plans, and stakeholder engagement strategies. Outputs include feasibility reports and project proposals, allowing participants to demonstrate their understanding of the concepts and methods taught. This approach ensures that learning is both practical and relevant, preparing participants for real-world challenges in project management and enhancing their analytical capabilities.



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Course objectives

By the end of this course, participants will be able to:
• Analyse project requirements to determine feasibility criteria and objectives.
• Calculate financial projections using cost-benefit analysis for proposed projects.
• Diagnose potential risks and develop mitigation strategies for project implementation.
• Compare different project alternatives based on feasibility study outcomes.
• Design a comprehensive feasibility study report that includes stakeholder analysis.
• Assess the alignment of project goals with organisational strategy and objectives.
• Construct a project proposal that incorporates findings from the feasibility analysis.

Target audience

This course is suitable for:
• Project Managers responsible for initiating new projects.
• Business Analysts involved in project assessment and planning.
• Financial Analysts who evaluate project viability and investment potential.
• Consultants providing advisory services on project development.

Target competencies

Participants will develop competencies in:
• Conduct thorough feasibility analyses for diverse projects.
• Evaluate financial implications and risks associated with project proposals.
• Develop comprehensive project formulation strategies.
• Facilitate stakeholder engagement and communication throughout project assessment.
• Utilise analytical tools to support decision-making in project management.
• Prepare detailed feasibility study reports for stakeholder review.

Course outline

Day 1: Introduction to Project Formulation and Feasibility Studies

Applied activity: Participants will analyse a fictional project proposal, identifying key components, potential challenges, and stakeholder roles. They will discuss how to address these challenges and ensure project alignment with organisational goals, considering the impact of stakeholder interests on project formulation.
Output: A summary report outlining the key components of the project proposal, stakeholder analysis, and proposed solutions.



Course content

09:00–09:54	Define project formulation and its importance in project management.
09:54–10:48	Identify key components of a feasibility study, including market analysis and technical feasibility.
10:48–11:00	Discuss the role of stakeholders in project formulation and their influence on project success.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss the role of stakeholders in project formulation and their influence on project success. (continued)
12:12–13:06	Explore common methodologies for feasibility analysis, such as the Logical Framework Approach.
13:06–14:00	Examine case studies of successful and failed projects to identify best practices.

Day 2: Financial Analysis in Feasibility Studies

Applied activity: Using a provided project scenario, participants will perform a cost-benefit analysis and create cash flow projections to assess financial viability. They will identify key assumptions and their implications, ensuring a comprehensive understanding of the financial landscape surrounding the project.
Output: A financial analysis report detailing the cost-benefit findings, cash flow projections, and key assumptions.

09:00–09:54	Understand financial metrics used in feasibility studies, including NPV and IRR.
09:54–10:48	Learn to conduct cost-benefit analysis for projects, focusing on quantifying benefits and costs.
10:48–11:00	Explore cash flow projections and their significance in assessing project viability.
11:00–11:30	**Coffee break**
11:30–12:12	Explore cash flow projections and their significance in assessing project viability. (continued)
12:12–13:06	Identify funding sources and financial models for projects, including grants and loans.
13:06–14:00	Discuss the impact of financial assumptions on project viability and decision-making.

Day 3: Risk Assessment and Management

Applied activity: Participants will work in groups to identify risks associated with a fictional project and develop a comprehensive risk management plan. This will include mitigation strategies and contingency measures for each identified risk, ensuring a proactive approach to risk management.
Output: A risk management plan outlining identified risks, proposed mitigation strategies, and contingency measures.

09:00–09:54	Identify potential risks in project formulation, including technical, financial, and operational risks.
09:54–10:48	Learn techniques for risk assessment and prioritisation using qualitative and quantitative methods.



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10:48–11:00	Develop risk mitigation strategies for identified risks, focusing on proactive measures.
11:00–11:30	Coffee break
11:30–12:12	Develop risk mitigation strategies for identified risks, focusing on proactive measures. (continued)
12:12–13:06	Explore tools for ongoing risk management during project execution, including risk registers.
13:06–14:00	Discuss the importance of contingency planning and its role in project success.

Day 4: Stakeholder Engagement and Communication

Applied activity: Participants will create a stakeholder engagement plan for a fictional project, detailing communication strategies, feedback mechanisms, and engagement activities. They will ensure that all stakeholder interests are considered and addressed throughout the project lifecycle, enhancing project support.
Output: A stakeholder engagement plan that outlines communication strategies, stakeholder roles, and feedback mechanisms.

09:00–09:54	Understand the role of stakeholders in project success and their varying interests.
09:54–10:48	Learn techniques for effective stakeholder engagement, including mapping and prioritisation.
10:48–11:00	Explore methods for communicating feasibility study findings to diverse stakeholder groups.
11:00–11:30	Coffee break
11:30–12:12	Explore methods for communicating feasibility study findings to diverse stakeholder groups. (continued)
12:12–13:06	Discuss negotiation strategies with stakeholders to secure project buy-in.
13:06–14:00	Examine the importance of feedback in project formulation and how to incorporate it effectively.

Day 5: Integrated Project Feasibility Study

Applied activity: Participants will prepare and present a full feasibility study for a fictional project, integrating financial analysis, risk management, and stakeholder engagement strategies. They will address questions from the panel to defend their proposal, demonstrating their analytical and communication skills.
Output: A comprehensive feasibility study report and presentation to a mock stakeholder panel, including feedback for improvement.

09:00–09:54	Synthesize knowledge from previous days into a comprehensive feasibility study, integrating financial, risk, and stakeholder analyses.



Course content

09:54–10:48	Develop a project proposal incorporating findings from the feasibility analysis, ensuring alignment with organisational goals.
10:48–11:00	Present findings to a mock stakeholder panel, focusing on clarity and persuasion in communication.
11:00–11:30	**Coffee break**
11:30–12:12	Present findings to a mock stakeholder panel, focusing on clarity and persuasion in communication. (continued)
12:12–13:06	Receive feedback on presentation skills and content clarity from peers and facilitators.
13:06–14:00	Discuss lessons learned and best practices in project formulation and feasibility analysis.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,940.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.-**
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**£3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.-**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,860.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,650.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,840.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,540.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,820.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.-**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.-**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**£3,150.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.-**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**£2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.–**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,650.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**£2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.–**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**£2,650.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	31 May 2027	4 Jun 2027	**£2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.-**
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,540.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.-**
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,820.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**£2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**£3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,650.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,890.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**£2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,540.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,890.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,820.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**£2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**£1,250.–**
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**£3,150.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.–**
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,450.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online