

Project Feasibility Study and Investment Appraisal Training Course

8 – 12 March 2027
Casablanca

AGILE LEADERS
Training Center

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Ref: 2112_254650 **Date:** 8 – 12 March 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Project Feasibility Study and Investment Appraisal Training Course is a one-week course for project managers, investment analysts, business planners, finance professionals, and decision-makers who leave with a Feasibility Study Decision Pack. Participants define a project concept, test demand, assess technical and operating capacity, build financial projections, distinguish financial from economic appraisal, compare options, and test uncertainty. The course addresses fragmented evidence and optimistic assumptions before resources are committed. Agile Leaders Training Center delivers this course in project feasibility and investment appraisal.

Who Should Attend

- Investment teams responsible for screening and recommending proposed initiatives
- Project teams responsible for defining concepts, options, costs, and delivery requirements
- Finance teams responsible for projections, returns, affordability, and sensitivity testing
- Strategy teams responsible for demand evidence, alignment, and benefits
- Approval committees responsible for proceed, revise, defer, or stop decisions

The course assumes participants review project proposals or investment evidence and leaves out basic accounting instruction, legal due diligence, and sector-specific engineering design.

Departments and Industries

The course supports departments and industries that assess proposed investments before approval and implementation.

- Corporate finance, strategy, and investment offices
- Infrastructure, construction, and engineering delivery
- Technology, digital services, and telecommunications
- Healthcare administration and education services
- Manufacturing, utilities, tourism, and agribusiness

Learning Objectives

By the end of this course, participants will be able to:

- Analyze project concepts, objectives, constraints, and decision needs.
- Build market, demand, technical, and operating feasibility evidence.
- Use financial projections and investment appraisal measures.
- Compare financial and economic costs and benefits.
- Apply risk, scenario, and sensitivity analysis to assumptions.
- Evaluate options and produce a documented investment recommendation.

Course Agenda

Day 1: Frame the Feasibility Decision

- Project Concept and Decision-Scope Canvas
- Problem, Objective, and Benefit Logic Map
- Pre-Feasibility Screening Checklist
- Feasibility Evidence and Assumption Register
- Proceed, Revise, Defer, or Stop Criteria

Day 2: Test Market and Technical Feasibility

- Market Segmentation and Demand Forecast Model
- Competitor and Substitute Analysis Grid
- Technical Options Comparison Matrix
- Capacity, Location, and Technology Assessment
- Operating Model and Resource Readiness Map

Day 3: Build the Financial Appraisal

- Capital and Operating Cost Estimate Structure
- Revenue and Cash Flow Projection Model
- Net Present Value Decision Measure
- Internal Rate of Return and Payback Measures
- Funding, Affordability, and Liquidity Review

Day 4: Compare Options and Uncertainty

- Financial and Economic Appraisal Comparison
- Risk Probability and Impact Register
- Scenario Design and Break-Even Analysis
- Sensitivity Testing of Critical Assumptions
- Weighted Options Appraisal Matrix

Day 5: Practice the Investment Recommendation

- Suggested Exercise: Diagnose a Weak Feasibility Case
- Suggested Exercise: Build Demand and Cost Assumptions
- Suggested Exercise: Test Cash Flow Sensitivity
- Suggested Exercise: Compare Investment Options
- Capstone Exercise: Complete a Feasibility Study Decision Pack

Practical Exercises

The course uses suggested activities based on fictional infrastructure, technology, manufacturing, and service investments.

- Suggested activity: define a project concept, decision scope, evidence needs, and screening criteria.
- Suggested activity: connect market demand, technical capacity, operating resources, costs, and revenue assumptions.
- Suggested activity: calculate and interpret appraisal measures, then test critical assumptions through scenarios and sensitivity analysis.
- Suggested activity: present an option comparison and a proceed, revise, defer, or stop recommendation.

FAQs

Who suits project feasibility study and investment appraisal training, and what does it assume?

Project feasibility study and investment appraisal training suits professionals who define, analyze, finance, review, or approve proposed initiatives. It assumes exposure to project proposals, budgets, forecasts, or investment decisions.

How does feasibility study training differ from financial modelling training?

Feasibility study training integrates market, technical, operational, organizational, financial, economic, and risk evidence. Financial modelling training concentrates more deeply on the mechanics and structure of projections.

What evidence belongs in a project feasibility study?

A project feasibility study should connect the project need and objectives with demand evidence, technical options, capacity, operating resources, costs, revenues, risks, economic effects, implementation considerations, and a documented recommendation.

How do financial and economic appraisal differ?

Financial appraisal tests project cash flows, affordability, funding, and returns from the investor or organization perspective. Economic appraisal considers wider costs and benefits that may extend beyond direct project revenues and expenses.

Why is sensitivity analysis important in feasibility studies?

Sensitivity analysis shows which assumptions most affect viability and how appraisal results change when demand, price, cost, timing, or operating conditions vary. It helps decision-makers judge robustness rather than rely on one forecast.

Conclusion

Participants take back a Feasibility Study Decision Pack. It combines project definition, market and demand evidence, technical and operating assessments, financial projections, economic considerations, risk tests, and an options recommendation. The pack helps organizations replace disconnected estimates with traceable assumptions, tested alternatives, and a documented decision to proceed, revise, defer, or stop.