



BUSINESS ANALYSIS PRACTICE

- ✓ Take your career to the next level by learning how to support successful business change.
- ✓ Explore a range of strategic analysis and performance management techniques.
- ✓ Apply business analysis techniques within a defined framework.
- ✓ Attain one of the four modules you need to gain the International Diploma in Business Analysis, which follows entry onto the professional registration for IT technicians (RITTech)

Learning Outcome

Upon achievement of the certificate, candidates will be able to demonstrate a practical understanding of:

1. The strategic context for business analysis.
2. How and when to select and apply a range of techniques and tools to analyze the current state of a business.
3. How to establish the target state of a business.
4. The value of ongoing stakeholder engagement and analysis.
5. The purpose and content of the business case.

Target Audience

For people who already have a business analysis role and want to gain a deeper understanding of business analysis strategy and application

Suitable for **business analysts**, **business managers** and **members of their team**, **business change managers** and **project managers**.

Requirements

There are no requirements, but candidates should have some practical experience of business analysis.

Duration

3 days (24 hours)

Course Outlines

Day-01

- Rationale for Business Analysis
- Understanding the Strategic Context

Day-02

- Understanding the Current
- Stakeholder Analysis and Management
- Analyzing and Modelling Business Activities

Day-03

- Identifying Potential Solutions
- Building the Business Case
- Exam

Examination

Type: 40 multiple choice and multiple response questions

Duration: 60 minutes

Supervised: Yes

Open Book: No (no materials can be taken into the examination room)

Passmark: 26/40 (65%)

Delivery: Digital

Syllabus

1. Strategic Context for Business Analysis

- Explain the purpose of an organization's vision.
- Apply a suitable technique to analyze the internal environment of an organization.
- Apply a suitable technique to analyze the external environment of an organization.
- Prepare a SWOT analysis.
- Use tools to measure performance.

2. Analyzing and Managing Stakeholders

- Explain the activities required to engage stakeholders.
- Identify generic stakeholder categories using the stakeholder wheel.
- Use the CATWOE technique to analyse stakeholder perspectives and identify similarities and differences.
- Categorize stakeholders in terms of their power and influence and level of interest.
- Choose an appropriate stakeholder management strategy.

3. Analyzing the Current State

- Choose suitable methods to research the business situation.
- Identify a suitable quantitative or qualitative investigation technique.
- Identify advantages and disadvantages of the different investigation techniques.
- Use tools to represent the current business situation.

4. Establishing the Target State

- Identify the 5 activities included in a BAM.
- Explain the need for a consensus BAM.
- Explain the three types of business events.
- Explain the use of a target operating model (TOM).

5. Designing and Defining the solution.

- Identify the stages of Design Thinking.
- Describe the use of divergent and convergent thinking.
- Explain the process of gap analysis.
- Distinguish between areas of feasibility.

6. Developing a Business Case

- Explain the rationale for the development of a business case.
- Identify the contents of a business case.
- Identify tangible and intangible costs and benefits.
- Identify risks and their potential impact.
- Explain the rationale for the financial case and the appraisal techniques.
- Relate the business case to the business change lifecycle.