

## BCS Certificate in Business Analysis Practice

Our BCS Business Analysis Practice course (formerly Business Analysis Essentials) is both practical and participative. We provide theory but we focus on a realistic case study based on a genuine consultancy assignment as we believe this is more important when it comes to applying your knowledge to real life situations.

### Objective

On completion of Business Analysis Practice training, delegates will be able to:

- Describe the development of a business strategy
- Use strategic analysis techniques
- Describe the need for project discipline
- Explain techniques to investigate the business systems of an organisation
- Describe an approach to improving business systems
- Use a stakeholder analysis technique and explain why stakeholder management is important
- Use techniques for the analysis and modelling of business systems
- Describe how to identify recommendations for business improvement
- Describe the contents of a rigorous business case to develop and implement business changes
- Identify costs, benefits, impacts and risks for an option in a business case

### Details

**Duration:** 3 Days

### Who is this course for

Anyone who requires an understanding of Business Analysis including business analysts, business managers and their staff, business change managers and project managers. This course is necessary for anyone wishing to complete the BCS Certificate in Business Analysis Practice.

## Course Content

### Business Analysis Rationale

- What is a business system?
- The place of business analysis
- Business analysis vs. systems analysis
- Approaches to business analysis
- The business change lifecycle
- Roles in business analysis

### Strategic analysis in context

- Understanding the organisation's strengths and weaknesses
- External analysis – PESTLE, Five Forces
- Internal analysis – Resource Audit MOST
- Building a comprehensive SWOT analysis
- Measuring performance – the Balanced Business Scorecard
- Critical success factors and key performance indicators

### A Project Approach to Business Analysis

- Business analysis studies as projects
- Terms of reference and project initiation
- Assuring business benefit

### Understanding the situation/issues

- Types of business 'problem'
- Rich pictures and mind maps
- Defining the problem
- Review of investigation techniques
- Business perspectives
- Analysing stakeholders
- Stakeholder management strategies
- Business perspectives – introduction
- Defining the perspective – CATWOE

### Analysing and modelling the business activities

- Modelling business activities
- Five types of business activity
- Consolidating perspectives and business activity models

### Identifying potential solutions

- End-to-end process models
- Exploring the gap between the current and desired situation
- Areas for business improvement (organisation context, processes, people)
- Holistic approach to business solutions

