

Business Analysis Essentials

Overview

Understanding how an organisation decides its strategy is fundamental to a Business Analyst being able to put their work into context. This course is designed to help the Business Analyst build the knowledge on the wider picture of business systems. It focuses on using an holistic approach to the investigation and improvement of business situations with a view to developing effective, feasible business solutions.

Skills Gained

On completion of this course, attendees will be able to:

- Understand business strategy
- Identify & manage stakeholders
- Build a business activity model
- Create a business case

Pre-requisites

There are no pre-requisites for this course.

Who Should Attend

Business Analysts looking to gain an understanding of organisational planning and the context of business analysis within the wider picture of the organisation.

Content

Rationale

A lifecycle for business change
The role of the Business Analyst within the lifecycle for business change
The framework for business analysis activities

Understanding the Strategic Context

External environment analysis
Internal environment analysis
SWOT analysis
Critical Success Factors and Key Performance Indicators
The Balanced Business Scorecard

Project Discipline for Business Analysis Studies

Terms of Reference/Project Initiation
Business and project objectives
Deliverables from business analysis studies

Understanding the Situation & Issues

Stakeholder identification
Overview of investigative techniques
Representing a holistic view of the business situation

Analysing Stakeholder Perspectives

Stakeholder analysis
Identifying different perspectives

Analysing and Modelling Business Activities

Developing a conceptual business activity model
Identifying business events
Analysing business rules

Identifying Potential Solutions

Gap analysis – comparing the ideal and existing systems
Defining a new business model
Identifying IS/IT requirements

Making the Business Case

Structure of a business case
Identifying options for business change
Identifying and categorising costs and benefits
Identifying and categorising risks
Identifying impacts
The lifecycle for the business case

Course Duration: 3 Days