



# TM277: Certificate in Business Analysis



## Training Description:

All businesses are going through a process of continuous transition. This makes decisions more complex and increasingly risky. Business leaders and managers need to understand the major forces for change and direction of change in markets, competition, technology and business models in order to sustain profitable growth and identify the direction and nature of development decisions that will create tomorrow's organisation out of today's organisation.

This intensive training course will enable you to understand the direction and nature of change in international business and to develop strategic and operating plans that will form the foundation of competitive performance as your organisation moves into the future.

### This training course will highlight:

- Guidelines on best practice in business analysis
- Identification of the main forces for change in your business
- Dealing with choice and complexity in business decisions
- Assessment of risk in business development programmes
- Devising innovative ideas for participating organisations

## Training Objectives:

### By the end of the training, participants will be able to:

- ✓ Identify the main trends in your business as it develops
- ✓ Evaluate the performance of your organisation up to now.
- ✓ Introduce innovative and differentiating activities in the business model
- ✓ Align and coordinate strategic and operational programmes and projects
- ✓ Apply leading-edge tools and techniques of business planning

## Training Designed for:

This course is intended for Experienced business analysts and strategic planners, Specialists in financial management, Human resource development managers, Specialists in operational management, Systems analysts and business process designers and Marketing and commercial staffs.

## Training Program:

### DAY ONE:

- ❖ Pre-Test
- ❖ The New Global Economic Structure
  - The major forces affecting business and the forecast trend.
  - Business strategy in the post-COVID business environment
  - Globalisation versus deglobalisation in business decisions
  - The concept of strategic alignment
  - How to align strategic and operational plans
  - The new framework of an effective strategy

### DAY TWO:

- ❖ Financial and Non-financial Dimensions of Business
  - Financial evaluation of a business





- The financial “anatomy” of an organisation
- Balancing profitability, liquidity and gearing
- Non-financial evaluation of a business
- Framework for non-financial analysis
- Application of the ‘Balanced Scorecard’

#### DAY THREE:

##### ❖ **Assessing the Future Potential of a Business**

- Tools and techniques of market and business analysis
- Hearing and understanding the “voice of the customer”
- Measuring and managing the impact of the product life-cycle
- Forecasting the future potential of a business
- Managing crisis and controlling recovery
- Identifying future organisational development priorities

#### DAY FOUR:

##### ❖ **Innovation and Risk in Business Development**

- Developing innovative offerings and business models
- Evolutionary and revolutionary innovation
- The impact of disruptive innovation
- Risk analysis in business decisions
- Identifying the right risk to take
- Tools and techniques of risk management

#### DAY FIVE:

##### ❖ **Value Migration and Developing People for the Future**

- What is the significance of value migration?
- Internal and external value migration
- The impact of value migration on strategy and structure
- Developing human capability for the future of the company
- The challenge of managing the agile organisation
- People development in a rapidly changing world

##### ❖ **Course Conclusion**

##### ❖ **Final Examination and EVALUATION**

### **Training Requirement:**

“**Hand’s on practical sessions, equipment and software will be applied during the course** if required and as per the client’s request.”

This training course is available upon request in English or Arabic. Content, location and duration can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

### **Training Certificate(s):**

Internationally recognized certificate(s) will be issued to each participant who completed the course.





## Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures, Concepts, Role Play
- 30% Workshops & Work Presentations, Techniques
- 20% Based on Case Studies & Practical Exercises
- 20% Videos, Software & General Discussions
- Pre and Post Test

## Training Fees:

**As per the course location** - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01<sup>st</sup> of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

## Training Timings:

### Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:30	Recess (Prayer Break & Lunch)
13:30 - 16:00	Last Session

**For training registrations or in-house enquiries, please contact:**

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Training & Career Development Department

