



# TM241: Introduction to Business Analysis

## Training Description:

This Introduction to Business Analysis training course provides the essentials of the business analysis process, incorporating industry best practices from IIBA®, BCS, and Project Management. Through interactive workshops participants will conduct a business needs analysis to elicit stakeholder requirements, apply business analysis techniques to identify key problems and potential opportunities in your enterprise and create effective requirements and communication plans. Improve their analytical competencies by analyzing and specifying requirements using industry best practices in this Introduction to Business Analysis course.

## Training Objectives:

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

- ✓ Perform external and internal analysis to understand the pressures on the business and root cause of a problem
- ✓ Write clear requirements for formal and Agile projects
- ✓ Create UML models and diagrams to analyze requirements
- ✓ Perform strategy analysis to understand their organization's business landscape
- ✓ Develop user stories and use cases
- ✓ Understand and justify the role of the Business Analyst
- ✓ Describe the Business Analyst's relationships with other business and IT stakeholders
- ✓ Understand the project lifecycle and the BA's role within it (including how this is affected by approaches such as Agile)
- ✓ Understand the importance of project definition and scope
- ✓ Understand and apply the basic principles and rules of business analysis
- ✓ Understand and apply basic process modelling techniques (a short overview of BPMN is provided)
- ✓ Understand the different types of requirement and the need for requirements documentation
- ✓ Elicit and document functional and non-functional requirements

## Training Designed for:

This course is intended for those who have recently started working as a Business Analyst and are expected to complete some business analysis work as part of their role, but may not be a full time Business Analyst work with Business Analysts and want to understand more about what they do.

## 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.”**

**Contents 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 Program:

### FIVE DAYS:

- ❖ PRE-TEST
- ❖ DEFINING BUSINESS ANALYSIS
- ❖ Overview of the business analysis discipline
  - What is business analysis?
  - The scope of the business analyst's work
  - Responsibilities of the business analyst
- ❖ Introducing the business analysis process
  - From strategy analysis to requirements engineering
  - Best practices used throughout the business analysis process
- ❖ PERFORMING STRATEGIC ANALYSIS
- ❖ Introducing strategy analysis
  - Identifying strategic context
  - Performing root cause analysis
- ❖ Internal analysis
  - Responding to business challenges through internal analysis
  - Identifying your key stakeholders
  - Clarifying the organizational mission using MOST
- ❖ External analysis
  - Optimizing organizational flexibility using external analysis
  - Investigating competitive pressures using Porter's Five Forces
  - Analyzing the business landscape using PESTLE
- ❖ ANALYZING AND MANAGING YOUR STAKEHOLDERS
- ❖ Identifying your stakeholders
  - The stakeholder wheel and identification matrix
  - Creating stakeholder personas
- ❖ Analyzing your stakeholders
  - Examining stakeholder impact for your project
  - Evaluating stakeholder attitude towards your project
  - Placing your stakeholder in the organizational hierarchy using STOP
  - Developing action-oriented business initiatives to address business needs and opportunities
- ❖ Managing your stakeholders
  - Interacting with your stakeholders
  - Creating a stakeholder communication plan
  - Assessing your stakeholders
- ❖ MAKING THE BUSINESS CASE
- ❖ The structure of the business case
  - Creating a pyramid of information
  - Using customer-focused persuasion
- ❖ Analyzing costs and benefits

- Categories of costs and benefits
  - Identifying tangible and intangible costs and benefits
  - Investment appraisal using a cash flow forecast
  - Evaluating risk and impact
- ❖ **THE REQUIREMENTS ENGINEERING FRAMEWORK**
  - ❖ **Defining requirements**
    - The cost of poor requirements
    - Distinguishing between functional and non-functional requirements
    - Key sources of requirements
  - ❖ **Planning the requirements communication process**
    - Addressing common pitfalls typically encountered during requirements development
    - Actors in the requirements engineering process
    - Dealing with tacit and explicit knowledge
  - ❖ **Developing the requirements document**
    - Building the requirements list
    - Applying requirements filters
    - Developing well-formed requirements
  - ❖ **ESTABLISHING THE REQUIREMENTS**
  - ❖ **The elicitation process**
    - Elicitation tools and techniques
    - Guidelines and checklists
  - ❖ **Eliciting the requirements**
    - Conducting effective interviews and workshops
    - Deploying observation techniques
    - Getting user feedback by using prototypes
    - Analyzing the situation using visualization techniques
    - Spotting non-functional requirements using quantitative analysis
  - ❖ **Course Conclusion**
  - ❖ **POST-TEST and EVALUATION**

### Training Methodology:

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

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

### Training Certificate(s):

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

## Training Fees:

**TBA 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 - 13:00 | Recess (Prayer Break & Lunch) |
| 13:00 - 14:00 | Last Session                  |

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

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