

Expleo Academy

Stepping ahead



Q20360 BCS Certificate in Business Analysis Practice

Duration: 3 days

Course Overview

Expleo Academy's BCS Certificate in Business Analysis Practice provides attendees with the knowledge and toolset for a holistic approach to investigation and improvement of business situations. The course aligns with the latest BCS syllabus and "Business Analysis" book.

This interactive 3-day Practitioner course is delivered by BCS-accredited professional trainers with extensive business analysis experience of real-world business problems and opportunities. Attendees learn and practice techniques for strategic analysis, stakeholder analysis, gap analysis, and building a business case for change.

The training delivery approach includes collaborative group activities, case study analysis, and practical exam-based exercises. Attendees are supplied with course notes about business analysis techniques, with references for further reading.

Who should attend?

This Practitioner certificate is relevant to Business Analysts, Business Change Managers, Product Owners, or anyone seeking an introduction to organisational strategy and making a business case for change.

The course is also aimed at individuals who would like to achieve the internationally recognised BCS Certificate in Business Analysis Practice, on their path to achieving the BCS International Diploma in Business Analysis.

Prerequisites: Pre-Reading Guidelines

There are no course prerequisites, however attendees will be expected to have reviewed chapters 3, 4, 5, 6, and 9 from the most recent BCS publication of "**Business Analysis**" by **Paul, Yeates & Cadle** (3rd Edition).

Course Objectives

On completion of the Business Analysis Practice course, delegates will have knowledge, understanding and experience applying Business Analysis Practice principles and techniques in:

- The breadth of the Business Analyst (BA) role, the value of the role, and the skills required
- The processes and techniques of strategy analysis
- Investigation of an organisation's business systems in order to uncover the problems and issues occurring within them
- The importance of, and techniques used within, stakeholder management and the need for analysing perspectives
- Conceptual modelling through the use of business activity models
- Recommendations for business improvements and how they may be identified through gap analysis between desired and current business models
- The role of business case within the business change lifecycle, including the contents of a business case for the development and implementation of business changes

Recommended Follow-on Courses

Related courses that are also needed to earn the BCS International Diploma in Business Analysis:

- BCS Certificate in Business Analysis Foundation
- BCS Certificate in Modelling Business Processes
- BCS Certificate in Requirements Engineering

Additional Courses that may be of interest to those involved in Business Change:

- Change Management Fundamentals
- APMG Certified Change Management in an Agile Environment
- IC Agile Certified Product Ownership

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Course Outline

Rationale for Business Analysis

- The role of the BA throughout the stages of the business change lifecycle
- Understand the scope of the BA role within the context of strategic analysis, business analysis, and IT systems analysis
- Recognise the competencies required of a BA across the areas of Personal Qualities, Business Knowledge, and Professional Techniques

Understanding the strategic context

- Apply the MOST and Resource Audit techniques to analyse an organisation's internal environment
- Apply the PESTLE and Porter's Five Forces techniques to analyse an organisation's external environment
- Explain the purpose of a SWOT analysis, and apply SWOT to a given scenario
- Understand the relationship between Critical Success Factors (CSF), Key Performance Indicators (KPI) and Performance Targets
- Use the Balanced Business Scorecard

Understanding the current situation

- Identify generic stakeholder categories using the Stakeholder Wheel
- Identify the relevant Investigation Techniques for a given scenario
- Understand the rationale for taking a holistic view when investigating a business situation
- Interpret the business situation represented in Rich Pictures, Mind Maps, and Fishbone Diagrams

Stakeholder Analysis and Management

- Explain different stakeholder perspectives based on elements of CATWOE, to compare their world views
- Describe stakeholders in terms of their power/influence and level of interest
- Select an appropriate stakeholder management strategy based on the position on the Power/Interest Grid
- Apply the CATWOE technique to explore stakeholder business perspectives

Analysing and modelling business activities

- Understand the rationale for building conceptual models of a business situation
- Construct a conceptual business activity model (BAM), based on a given scenario
- Understand the role of the five BAM activity types, and the dependencies between them
- Understand types of Business Events, and the business activities to handle them
- Analysing business rules
- Understand the rationale for the consensus business activity model

Identifying potential solutions

- Understand the differences between types of business rules
- Understand how to carry out a Gap Analysis
- Define a new business model across the components of POPIT

Building the business case

- Understand the rationale for developing a business case
- Describe the contents of a business case
- Identify and categorise costs, benefits, risks, impacts
- Understand the rationale for financial appraisal techniques
- Understand where a business case sits within the business change lifecycle

Exam Format

Certification is dependant on achieving the Pass Mark of 26/40 correctly answered Multiple-Choice Exam questions. The Exam is paper-based, closed-book, and has a duration of 60 minutes. Additional time is available under certain circumstances, which are outlined on the BCS website.

Contact

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