



## BCS Certificate in Business Analysis Practice

Duration: 3 days, classroom based

Location: Singapore CBD | Exam: 1 hour

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### Course Overview

**BCS Certificate in Business Analysis Practice** provides delegates with the knowledge, skills and capabilities to become effective business analysts. The course covers strategic thinking, perspective based analysis, stakeholder management, SWOT analysis, and gap analysis. The course focuses on A) developing a business strategy and B) the exploration of a business issue – whether that be an opportunity or problem.

The course has been extensively revamped by the BCS to reflect recent developments in the business analysis field and is administered by professional trainers with significant experience of real world business analysis projects. Students are supplied with course notes containing detailed information about business analysis techniques and providing references for further reading.

This syllabus has an accompanying examination at which the candidate must achieve a pass score to gain the BCS Certificate in Business Analysis Practice.

### Who should attend?

The certificate is relevant to anyone requiring an understanding of Business Analysis including business analysts, business managers, management consultants and project managers.

### Prerequisites

There are no course prerequisites, however students will have been expected to have reviewed chapters outlined in a pre-course study guide from the **BCS Business Analysis, Paul, Yeates & Cadle**.

### Course Objectives

This course will give delegates the ability 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 and perspective analysis 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
- Sit and pass the accompanying exam

### Certifications

This Business Analysis Practice course prepares participants for the one-hour, open book, examination leading to the Certificate in Business Analysis Practice offered by BCS, The Chartered Institute for IT. This certificate is a core modul for the Business Analysis Diploma.

### Recommended Follow-on Courses

Related BCS Business Analyst courses:

- BCS Requirements Engineering
- BCS Modelling Business Processes
- BCS Business Analysis Foundation Level

## Course Outline

This three day course follows the BCS Certificate in Business Analysis Practice syllabus and covers the following:

### 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
- 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

### Making the business case

- Contents of a business case
- Options, Costs and benefits, Impacts and risks
- Presenting the business case
- Benefits realisation and management

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