# BCS Practitioner Certificate in Business Analysis Practice Training

Duration: **3 Day**

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info@bilginc.com
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Business Analysts are increasingly expected to contribute beyond traditional IT-focused responsibilities. Modern organizations require professionals who can understand business strategy, assess operational challenges, and identify opportunities for improvement that support organizational objectives.

This course provides participants with the knowledge and practical techniques required to analyze business situations, model business activities, engage effectively with stakeholders, and recommend meaningful business improvements. Learners develop a structured approach to business analysis while gaining the skills needed to support change initiatives across an organization.

Upon completion, participants will be prepared to take the BCS Practitioner Certificate in Business Analysis Practice examination.

### Certification

Upon completion, participants may take the BCS Practitioner Certificate in Business Analysis Practice examination.

Successful candidates will earn a globally recognized BCS certification that validates their business analysis knowledge and practical skills.

## Prerequisites

There are no formal prerequisites for attending this course.

It is suitable for anyone seeking to develop business analysis knowledge or build a career within the business analysis discipline.

Candidates taking the BCS examination must present valid photographic identification before sitting the exam.

## Who Should Attend

This course is suitable for:

- Business Analysts
- Systems Analysts
- Business Process Specialists
- Project Managers
- Change and Transformation Professionals
- Product and Service Improvement Teams
- Professionals involved in business improvement initiatives
- Individuals pursuing BCS Business Analysis certifications

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## What You Will Learn

By the end of this course, participants will be able to:

- Explain the purpose and value of business analysis
- Apply strategic analysis techniques to understand organizational environments
- Assess current business situations and challenges
- Identify and manage stakeholders effectively
- Analyze and model business systems and processes
- Recommend business improvements and transformation opportunities
- Develop comprehensive business cases for change initiatives
- Evaluate costs, benefits, risks, and organizational impacts

## Training Outline

### Introduction to Business Analysis

### Topics Covered

- Business change lifecycle
- The role of the Business Analyst
- Related roles within business change initiatives
- Purpose of business systems analysis
- Business analysis framework and activities

### Understanding the Strategic Context

### Internal and External Analysis

- Organizational assessment
- Market and competitive analysis
- Internal capability evaluation

### SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

### Performance Management

- Critical Success Factors (CSFs)
- Key Performance Indicators (KPIs)
- Performance targets
- Balanced Scorecard framework

### Understanding the Current Situation

### Stakeholder Identification

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- Stakeholder mapping
- Influence and interest analysis

### Investigation Techniques

- Interviews
- Workshops
- Observation
- Document analysis

### Business Situation Modelling

- Developing a holistic organizational view
- Identifying challenges and opportunities

### Stakeholder Analysis and Management

### Topics Covered

- Stakeholder categorization
- Understanding different perspectives
- Managing stakeholder expectations
- Building consensus

### Analysing and Modelling Business Activities

### Business Activity Modelling

- Developing conceptual business models
- Mapping business activities and workflows

### Business Events and Rules

- Identifying business events
- Analyzing business rules
- Recognizing process improvement opportunities

### Conflict Resolution and Consensus Building

- Managing competing viewpoints
- Facilitating agreement among stakeholders

### Identifying Potential Solutions

### Gap Analysis

- Comparing current and future states
- Identifying improvement opportunities

### Future Business Model Design

- Defining target operating models
- Designing improved business processes

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## Information Systems and Technology Requirements

- Translating business needs into solution requirements
- Defining supporting system capabilities

## Developing the Business Case

## Business Case Structure

- Building a compelling case for change
- Evaluating solution alternatives

## Cost and Benefit Analysis

- Financial evaluation methods
- Measuring business value

## Risk and Impact Assessment

- Identifying business risks
- Evaluating organizational impacts

## Investment Appraisal

- Return on investment considerations
- Decision-support techniques