

# Online Business Analysis Master Practitioner

## Course Summary

**Name of Course:** Business Analysis Master Practitioner

**Recommended pre-requisites:** Business Analysis Practitioner

**Method of Delivery:** Online (8 Self Paced Lessons)

**Audience level/Participant profile:** This course is for people who are working in, or moving into, the sphere of business analysis and who require a set of proven tools and techniques to enable them to undertake practical enterprise analysis assignments in their roles. People undertaking this course have ideally come from a business background and/or have worked within a project environment for a couple of years.

**Average experience levels:** This course is best suited for Business Analysts with 2 years or more experience within business, Business Analysis or a Project/Reporting Analyst capacity. This course suits Business Analysts aspiring to achieve their Business Analysis professional certifications (CCBA® or CBAP®).

## Learning Objectives:

- At the end of this course the student will have solid foundation knowledge of all the most important Enterprise Analysis concepts.
- The student will be able to practically apply knowledge gained about identifying and defining the business need. These include capability to identify and define organisational goals (SMART goals), identifying and analysing the business opportunity in context of business impacts, benefits, timeframe constraints and underlying drivers for change.
- The student will know how to determine business needs, identify and analyse current business capability to serve the need and determine capability gaps to include in defining the solution approach. Key business assumptions and constraints are defined.
- The student will have a good foundation knowledge in Business Case development including cost/benefit analysis, key financial indicators and the practical technique of Investment Logic Maps to illustrate benefits, drivers, needs and objectives.



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# DETAILED COURSE OUTLINE

## Topics covered during this course:

### Theme

- **Strategic Analysis in Context**

### Understanding the Organisation

- Business Vision, goals and objective setting
- Understanding the organisation's strengths and weaknesses.
- Perform enterprise internal and external analysis
- Techniques include: PESTLE, MOST Analysis, Five Forces
- Building a comprehensive SWOT Analysis

### Enterprise level analysis

- Defining the business need
- Understand the business drivers, perceived benefits, timelines and root cause for change
- Understanding current business capability and constraints
- Identify capability gaps

### Solution Approach

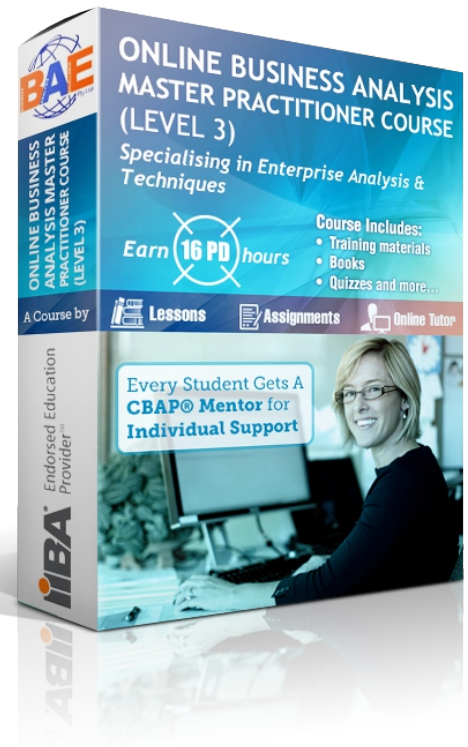
- Options analysis for solution approach
- Proposed scope to stakeholders
- Delivery approach considerations

### Theme

- **Presenting the Business Case**

### Presenting the Business Case

- Building the business case
- Content of a business case
- Ensuring the business benefit
- Investment logic maps
- Cost benefit analysis
- Impacts and risks
- Payback and discounted cash flow
- Presenting the business case



## WHAT OUR STUDENTS SAY...



*"The case studies let me understand the techniques in detail. I was appreciated by my tutor and she encouraged me to perform better each time when the assignments are submitted. The lessons allowed me to learn the topics as much detail and practical as possible so that I could start applying the knowledge and techniques in my current and future projects. I would definitely recommend this course to my colleagues who want to become CBAP® certified."*

**Veera K,**  
Australia

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