

## EXIN BCS Practitioner Certificate in Business Analysis Practice – Including Exam

**Duration: 3 Days    Course Code: BCS-BAP**

### Overview:

This 3-day BCS Certificate in Business Analysis Practice training covers the range of concepts, approaches and techniques that are applicable to the Practitioner Certificate in Business Analysis Practice and is relevant to anyone requiring a broad understanding of the subject. The certificate's focus is on using a holistic approach to the investigation and improvement of business situations, with a view to developing effective, feasible business solutions.

### Target Audience:

For people who already have a business analysis role and want to gain a deeper understanding of business analysis strategy and application. Suitable for business analysts, business managers and members of their team, business change managers and project managers.

### Objectives:

- Candidates should be able to demonstrate knowledge, understanding and application of
- Business Analysis Practice principles and techniques in the following areas:
  - The breadth of the role of a Business Analyst (BA), the value of the role to organisations
  - and the skills required of a BA to support successful business change.
  - 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 a business case within the business change lifecycle, including the contents
- of a business case for the development and implementation of business changes.

### Prerequisites:

There are no requirements, but candidates should have some practical experience of business analysis.

### Testing and Certification

- Type Multiple choice
- Duration 60 minutes
- Supervised Yes
- Open Book No
- Pass Mark 26/4
- Calculators Calculators cannot be used during this examination.
- Delivery Digital or Paper based, depending on the course format

## Content:

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| Learning Objectives                                                                                                                                                        | 4.1 In a given scenario, describe stakeholders in terms of their power/influence and level of interest.                                                                                  | 6.3 Define the components of a new business model:                |
| 1. Rationale for Business Analysis 5%                                                                                                                                      |                                                                                                                                                                                          | 6.3.1 Process.                                                    |
| Candidates will be able to:                                                                                                                                                |                                                                                                                                                                                          | 6.3.2 Organisation.                                               |
| 1.1 Explain the role of the BA throughout the stages of the business change lifecycle.                                                                                     | 4.2 Select an appropriate stakeholder management strategy based on the position on the Power/Interest Grid.                                                                              | 6.3.3 People.                                                     |
| 1.2 Understand the scope of the BA role within the context of the range of analysis activities: strategic analysis and definition; business analysis; IT systems analysis. | 4.3 Apply the CATWOE technique to explore stakeholder business perspectives.                                                                                                             | 6.3.4 Information.                                                |
| 1.3 Identify that there are three areas of competency for a BA: personal qualities, business knowledge and professional techniques.                                        | 4.4 Explain different stakeholder business perspectives based on elements of CATWOE to identify similarities and differences in their worldviews.                                        | 6.3.5 Technology.                                                 |
| 2. Understanding the Strategic Context 15%                                                                                                                                 | 5. Analysing and Modelling Business Activities 25%                                                                                                                                       | 7. Building the Business Case 10%                                 |
| Candidates will be able to:                                                                                                                                                | Candidates will be able to:                                                                                                                                                              | Candidates will be able to:                                       |
| 2.1 Apply the MOST technique to analyse the internal environment of an organisation.                                                                                       | 5.1 Explain the rationale for building conceptual models of a business situation.                                                                                                        | 7.1 Explain the rationale for the development of a business case. |
| 2.2 Apply the resource audit technique to analyse the internal environment of an organisation.                                                                             | 5.2 Understand how to construct a conceptual business activity model, based on a given scenario.                                                                                         | 7.2 Describe the contents of a business case, including:          |
| 2.3 Apply the PESTLE technique to analyse the external environment of an organisation.                                                                                     | 5.3 Show understanding of how the five types of high level activity within a business activity model (and the dependencies between them) represent a stakeholder's business perspective. | 7.2.1 Background description.                                     |
| 2.4 Apply Porter's Five Forces technique to analyse the external environment of an organisation.                                                                           | 5.4 Explain the role of the planning activities in determining performance targets for a business system represented in the business activity model.                                     | 7.2.2 Options and their descriptions.                             |
| 2.5 Explain the purpose of a SWOT analysis.                                                                                                                                |                                                                                                                                                                                          | 7.2.3 Costs, including:                                           |
| 2.6 Identify strengths, weaknesses, opportunities and threats for a given scenario.                                                                                        |                                                                                                                                                                                          | 7.2.3.1 Areas of cost.                                            |
|                                                                                                                                                                            |                                                                                                                                                                                          | 7.2.3.2 Tangible and intangible costs.                            |
|                                                                                                                                                                            |                                                                                                                                                                                          | 7.2.3.3 Quantifying costs.                                        |
|                                                                                                                                                                            |                                                                                                                                                                                          | 7.2.4 Benefits, including:                                        |
|                                                                                                                                                                            |                                                                                                                                                                                          | 7.2.4.1 Areas of business benefit.                                |
|                                                                                                                                                                            |                                                                                                                                                                                          | 7.2.4.2 Tangible and intangible benefits.                         |
|                                                                                                                                                                            |                                                                                                                                                                                          | 7.2.4.3 Quantifying benefits.                                     |

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| 2.7 Define and explain the relationship between the following terms:                                                                                            | 5.5 Explain the role of the enabling activities, in acquiring and replenishing resources for                                           | 7.2.5 Cost/benefit analysis using investment appraisal techniques.                                                            |
| 2.7.1 Critical Success Factor.                                                                                                                                  | a business system represented in the business activity model.                                                                          | 7.2.6 Risks, including:                                                                                                       |
| 2.7.2 Key Performance Indicator.                                                                                                                                | 5.6 Explain the role of the doing activities in conducting the work of the transformation, as                                          | 7.2.6.1 Areas of risk.                                                                                                        |
| 2.7.3 Performance Target.                                                                                                                                       | defined in the stakeholder's CATWOE.                                                                                                   | 7.2.6.2 Types of risk.                                                                                                        |
| 2.8 Define the elements of the balanced business scorecard and describe how it may be used to identify critical success factors and key performance indicators. | 5.7 Explain the role of monitoring and control activities, in regulating a business system represented in the business activity model. | 7.2.6.3 Risk analysis.                                                                                                        |
| 3. Understanding the Current Situation 15%                                                                                                                      | 5.8 Explain the three types of business events:                                                                                        | 7.2.7 Impacts.                                                                                                                |
| Candidates will be able to:                                                                                                                                     | 5.8.1 External.                                                                                                                        | 7.2.8 Recommendations – the preferred option.                                                                                 |
| 3.1 Identify the generic stakeholder categories defined in the stakeholder wheel.                                                                               | 5.8.2 Internal.                                                                                                                        | 7.3 Interpret a scenario in order to identify the following:                                                                  |
| 3.2 Identify relevant investigation techniques for a given scenario, including:                                                                                 | 5.8.3 Time based.                                                                                                                      | 7.3.1 Tangible and intangible costs.                                                                                          |
| 3.2.1 Interviews.                                                                                                                                               | 5.9 In a given business activity model, identify the business events that will be handled                                              | 7.3.2 Tangible and intangible benefits.                                                                                       |
| 3.2.2 Workshops.                                                                                                                                                | by a particular business activity.                                                                                                     | 7.3.3 Risks.                                                                                                                  |
| 3.2.3 Observation.                                                                                                                                              | 5.10 Explain the rationale for the consensus business activity model.                                                                  | 7.3.4 Impacts.                                                                                                                |
| 3.2.4 Document analysis.                                                                                                                                        | 6. Identifying Potential Solutions 10%                                                                                                 | 7.4 Understand the rationale for the development of the financial case and the following                                      |
| 3.2.5 Scenario analysis.                                                                                                                                        | Candidates will be able to:                                                                                                            | appraisal techniques:                                                                                                         |
| 3.2.6 Surveys or questionnaires.                                                                                                                                | 6.1 In a given business scenario, distinguish between the different categories of business rule:                                       | 7.4.1 Payback.                                                                                                                |
| 3.3 Explain the rationale for taking a holistic view when investigating a business situation.                                                                   | 6.1.1 External constraints.                                                                                                            | 7.4.2 Discounted cash flow.                                                                                                   |
| 3.4 Interpret the business situation represented in: rich pictures; mind maps and fishbone diagrams.                                                            | 6.1.2 Internal policies.                                                                                                               | 7.4.3 Internal rate of return.                                                                                                |
|                                                                                                                                                                 |                                                                                                                                        | 7.5 Explain where a business case sits within the business change lifecycle and the rationale for reviewing it at each stage. |

#### 4. Stakeholder Analysis and Management 20%

Candidates will be able to:

6.1.3 Internal procedures.

6.2 Describe the process for carrying out gap analysis, through comparison of the

conceptual business activity model and existing business situation.

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#### Further Information:

For More information, or to book your course, please call us on 00 966 92000 9278

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