informatech

PLANNING AND STRATEGY MANAGEMENT | PSM-003

Certificate in Business Analysis

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Course content

Why Attend

Course Overview

Every business is amidst a perpetual state of evolution, rendering decision-making more intricate and fraught with risk. Managers must grasp the significant drivers of change and the trajectory of change across markets, competition, technology, and business models. This comprehension is essential for evaluating the viability of sustainable growth and pinpointing the strategic development decisions required to transition today's organization into tomorrow's.

In this Certificate in Business Analysis training course, you'll gain insights into the dynamics of change within the global business landscape. Armed with this understanding, you'll then craft strategic and operational plans to underpin competitive excellence as your company charts its course forward.

Course Objectives

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

• Identify the main trends in the business as it develops

• Evaluate the performance of the organisation up to now

• Introduce innovative and differentiating activities in your business model

• Align and coordinate strategic and operational programmes and projects

• Introduce leading-edge tools and techniques of performance forecasting

Designed for

This training course is suitable for a wide range of professionals but will greatly benefit:

• Experienced business analysts and strategic planners

• Specialists in financial management

• Human resource development managers

• Specialists in operational management

• Systems analysts and business process designers

Course content

Course Objectives

- Marketing and commercial staff
- Organisational development staff
- Anyone about to move into one of the roles described above

Course outline

Day One: Megatrends - The New Global Economic Structure

- The major forces affecting business and the forecast trend.
- Business strategy in the post-COVID business environment
- Globalisation versus deglobalisation in business decisions
- The concept of strategic alignment
- How to align strategic and operational plans
- The new framework of an effective strategy

Day Two: Financial and Non-financial Dimensions of Business

- Financial evaluation of a business
- The financial "anatomy" of an organisation
- Balancing profitability, liquidity and gearing
- Non-financial evaluation of a business
- Framework for non-financial analysis
- Application of the 'Balanced Scorecard'

Day Three: Assessing the Future Potential of a Business

- Tools and techniques of market and business analysis

Course content

Course outline

- Hearing and understanding the "voice of the customer"
- Measuring and managing the impact of the product life-cycle
- Forecasting the future potential of a business
- Managing crisis and controlling recovery
- Identifying future organisational development priorities

Day Four: Innovation and Risk in Business Development

- Developing innovative offerings and business models
- Evolutionary and revolutionary innovation
- The impact of disruptive innovation
- Risk analysis in business decisions
- Identifying the right risk to take
- Tools and techniques of risk management

Day Five: Value Migration and Developing People for the Future

- What is the significance of value migration?
- Internal and external value migration
- The impact of value migration on strategy and structure
- Developing human capability for the future of the company
- The challenge of managing the agile organisation
- People development in a rapidly changing world

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Business Analysis generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Kuala lumpur - Malaysia	Classroom	**€2,280.-**
16 - 20 November 2026	Istanbul - Turkey	Classroom	**€3,080.-**
7 - 11 December 2026	Barcelona - Spain	Classroom	**€3,400.-**
14 - 18 December 2026	Vienna - Austria	Classroom	**€3,360.-**
21 - 25 December 2026	Amsterdam - Netherlands	Classroom	**€3,360.-**
18 - 22 January 2027	Istanbul - Turkey	Classroom	**€2,280.-**
15 - 19 February 2027	Paris - France	Classroom	**€3,600.-**
15 - 19 March 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 April 2027	Munich - Germany	Classroom	**€3,400.-**
17 - 21 May 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
21 - 25 June 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
19 - 23 July 2027	London - U.K	Classroom	**€3,360.-**
16 - 20 August 2027	Paris - France	Classroom	**€3,600.-**
20 - 24 September 2027	Istanbul - Turkey	Classroom	**€2,280.-**
18 - 22 October 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
15 - 19 November 2027	London - U.K	Classroom	**€3,360.-**
20 - 24 December 2027	Barcelona - Spain	Classroom	**€3,080.-**