



First Select

Business Analysis for Managers

Date	Venues	(\$Fees	Book your seat
21 Sep -25 Sep 2025	Istanbul	3300	Register Now

Objectives:

At the end of this Business Analysis training course, participants will be able to:

- Define the term business analysis and distinguish it from systems analysis
- Identify a number of approaches to business analysis
- Distinguish between business systems and IT systems and understand the relationship between these two concepts
- Analyze the external business environment and the strengths and weaknesses of an organization
- Describe and develop a 'rich picture' of a business situation
- Define a business perspective using the CATWOE format from soft systems
- Build a business activity model
- Apply creative thinking techniques to aid problem-solving
- Explore the gap between the current and desired business situation
- Develop end-to-end process maps
- Develop a business case, including cost/benefit, impact and risk analysis

Who should attend?

All managers, supervisors and department heads.

Course Outline:

Business analysis rationale:

- What is a business system
- The place of business analysis
- Business analysis versus systems analysis
- Approaches to business analysis

Strategic analysis in context

Understanding the organization's strengths:

- and weaknesses
- External analysis – PESTLE
- Internal analysis – Resource Audit
- Building a comprehensive SWOT analysis

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
- Defining the problem
- Review of investigation techniques

Business perspectives:

- Business perspective - introduction
- Defining the perspective – CATWOE

Analyzing and modeling the business activities:

- Modeling business activities
- Five types of business activity
- Modeling multiple perspectives
- Decomposing activities
- Validating the business activity model
- End-to-end process maps

Creative problem solving:

- Barriers to creativity
- Brainstorming
- Stimulating creative thinking

Identifying potential solutions:

- Exploring the gap between the current and desired situation
- Areas for business improvement (structure, processes, people)
- Holistic approach to business solutions
- Discussion of business change programs

Making the business case:


- Contents of a business case
- Options
- Costs and benefits
- Impacts and risks
- Payback and discounted cash flow
- Presenting the business case


Course summary and review:


- Review of concepts and approaches covered

WORKSHOP STYLE

A mixture of short presentations, interactive discussion, individual exercises and group work. The emphasis throughout is on a practical approach using case material and examples.

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