

Course Title: Strategic Business Analysis

2 Day Workshop – Course BA02

BA02 - Strategic Business Analysis

Course ID: BA02

Credits: 14 IIBA CDUs

Course Duration: 2 days (14 hours)

Course Level: Intermediate/Advance

Prerequisites:

This course is aimed at experienced practitioners who desire a clear understanding of Strategic Business Analysis, who would like to understand what comprises this work, and the objectives for performing it. It is recommended that participants complete the BA01 – Business Analysis Essentials course prior to enrolling or have equivalent experience.

Course Objectives: Learn about the components of Strategic Business Analysis. Understand the criticality of defining the business need correctly and pursuing a thorough analysis of the internal and external environments of the enterprise before choosing the solution. Shortcutting the pre-analysis work discussed in this course often results in delivering solutions that are misaligned to the enterprise strategy and to the expectations and needs of the business. Learn how to avoid the pitfall of jumping to a solution prior to a solid understanding of the opportunity or problem needing to be addressed.

Included:

- Full Student Guide
- Templates for common Strategy Analysis techniques

Course Duration: 2 days

Intended Audience: Executives, Project Managers, Business Analysts, Business and IT stakeholders working with business analysts

Learning Objectives:

- Learn how to see the “big picture” and understand the internal/external characteristics of your enterprise before determining solutions
- Understand what comprises strategy analysis and when and how it is performed
- Recognize how risks influence the viability of solution options
- Identify the benefits for developing a thorough change strategy
- Discuss the purpose and importance of business case development and how to leverage a business case to communicate the viability for pursuing a change to your decision makers
- Prepare a business case employing qualitative and quantitative analysis methods

Course Outline:

Section 1: Foundational Concepts

Perspectives	Components of business analysis
Underlying Competencies	Business analysis competencies
Perspectives	IIBA/PMI and the goals of a professional association
Perspectives	Purpose for having a BA standard
Unassigned	Exercise: Review the case study

Section 2: Introduction to Strategy Analysis

Strategy Analysis	Definition and purpose of Strategy Analysis
Strategy Analysis	The timing of Strategy Analysis
Strategy Analysis	Identifying stakeholders and the business need
Strategy Analysis	Discussions: Strategy analysis in your organization When business needs are not clearly defined Strategy Analysis and the business analyst
Techniques	Exercises: Describe Strategy Analysis Identify Roles/Responsibilities Identify the business need

Section 3: Analyze the Current State environment

Strategy Analysis	The importance of analyzing Current State
Strategy Analysis	Understanding Business Architecture
Techniques	Techniques for analyzing Current State

Section 4: Define the Future State

Strategy Analysis	Future State description
Strategy Analysis	Assessing impacts to business architecture
Strategy Analysis	Determining Solution Scope
Perspectives	Discussions: Managing expectations with stakeholders Capturing current capabilities How to approach acquiring capabilities

Section 5: Assess Risks

Strategy Analysis	Identifying risks
Strategy Analysis	Risk Tolerance/Categories/risk responses
Strategy Analysis	The concept of positive risk
Techniques	Techniques for identifying risks
Perspectives	Discussions: Who is responsible for identifying risks? Who captures positive risks today?
Techniques	Exercise: Identify Risks

Section 6: Define the Change Strategy

Strategy Analysis	Defining change strategy
Strategy Analysis	Components of change strategy
Strategy Analysis	Solution scope, enterprise readiness and change
Techniques	Techniques for defining a change strategy

Section 7: Developing a Business Case

Strategy Analysis	The purpose of a business case
Techniques	Business case components
Techniques	Building a convincing business case
Strategy Analysis	Determining the Recommended Solution
Techniques	Packaging the business case
Strategy Analysis	Reviewing the business case with stakeholders
Perspectives	Discussions: Evaluating project proposals Anticipating questions for the business case review
Techniques	Exercise: Create a business case

Section 8: Additional resources

Unassigned	Helpful links for obtaining additional business analysis information
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