



Internationally Certified Training Programs



Project & Contract Management

# **Certified Business Analysis Professional-** **IIBA**

## Course Introduction

---

Business analysis plays a vital role in every organization as it helps identify the needs and determine solutions for business problems. It has become a competency of critical importance to professionals involved in business management.

Becoming certified as a business analysis (BA) expert is an opportunity to advance in career and become an asset to the company. This training course is designed to provide participants with the essential knowledge, concepts, and processes of business analysis and the competencies needed to be a Certified Business Analysis Professional (CBAP).

## Target Audience

---

- Project Manager
- Business Administrator
- Marketing Coordinator
- Account Executive
- Chief Operating Officer
- Operations Manager
- Executive Administrative
- Risk Manager
- Program Manager
- Business Analyst
- Quality Control Coordinator
- Assistant Manager
- Team Leader
- Senior Supervisors
- Researcher
- Entrepreneur
- Management Consultant
- Public Relations Director

# Learning Objectives

---

- Gain a comprehensive understanding of the value of research and analytics in the business environment
- Recognize the right sources for data through research and expert interviews
- Conduct in-depth analysis and interpretation of complex data.
- Effectively apply strategic thinking to analyze their current business environment
- Learn the importance of structuring problems and how to effectively do it.
- Create and customize pivot tables to analyze data efficiently
- Present findings to team members and senior leadership

## Course Outline

---

- **Day 01**

### **Introduction to Business Analysis:**

- The Role of the Business Analyst
- The business analyst's scope of work
- Business analysts as internal consultants
- Active data gathering
- Overview of problem-solving approaches
- Generating creative solutions
- Intelligence versus creativity
- Effective decision-making
- Choosing between alternatives

- **Day 02**

### **Strategic Thinking in Business Analytics**

- An overview of strategic thinking
- The three big strategic questions

- Key elements of a successful strategy
- Strategy and the quest for competitive advantage
- The importance of strategy
- The 5 Cs of strategic analysis
- Porter's 5 forces impact Potential Industry Earnings (PIE)
- Creating and capturing value
- Conducting SWOT analysis
- Fundamentals of PEDESTL framework

### • Day 03

#### **Effective Structuring of Problems**

- The importance of structuring problems
- Defining the right issue
- Using the issue statement
- Dividing issues into manageable parts
- The use of logic trees in problem-solving
- Prioritizing and planning
- The importance of prioritizing work
- Eliminating non-essential issues
- Using the 80:20 rule
- Prioritization methodologies
- Using the prioritization matrix
- Developing practical project plan
- Building an effective work plan

### • Day 04

#### **Getting into Business: Conducting Analyses**

- Getting the right data
- Types of research
- Primary research development
- Secondary research development
- Using pivot tables for analysis
- Introduction to pivoting tables
- Creating pivot tables
- Customizing pivot tables
- Performing calculations within pivot tables

- Creating calculated fields
- Creating calculated items
- Using cell references and name ranges
- Managing pivot table calculations

## • Day 05

### Communicating and Presenting Your Findings

- Turning data into findings
- Building effective arguments
- Communicating findings by telling a 'story'
- Storytelling elements
- Designing powerful presentations
- Presenting to senior management

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	5950.00 \$	USA - Los Angeles
Oct. 27, 2025	Oct. 31, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Sept. 1, 2025	Sept. 5, 2025	5 days	4250.00 \$	UAE - Dubai