

## BA303: STRATEGY ANALYSIS TRAINING (24 HOURS)

### Course Description

Companies success and economic development lies in the clarity of the destination, the vision of the future and the ability and agility in adapting to a rapidly dynamic competitive environment. The Strategy Analysis Program is especially designed for entrepreneurs, business consultants and business executives who aim to explore the holistic picture and the interrelated concepts and practices that are essential for responding to new realities quickly and effectively.

Strategy Analysis Program is tailored to address the needs of today where strategy is no longer a stagnant artifact or encapsulated knowledge within the minds of a CEO. The Strategy Analysis Program will walk you through the stages of strategic thinking in a business context by helping you understand the methodical steps to create tangible value by ensuring the vision is well interpreted into flexible strategy rewired into the day to day operation of your business. The Program will examine a wide range of real life business case studies emphasizing on the successful or unsuccessful strategies of each.

The program is universally applicable for all business domain and industries providing you with a solid clear framework for formulation and strategic decision making whether to an existing running business or a potential initiative under viability assessment. You will be equipped with the knowledge and commercial awareness to design, articulate, communicate and smoothly execute winning agile strategies. With cases drawn from leading companies in local and international markets, you will practically learn how to formulate and assess business strategies, and align efforts to organizational strategy.

In the final Case Study Project, you will apply your skills by creating a complete Strategic Analysis for an existing business or a business initiative/venture of your own.

### Intended Participants

Audience Group	Professions
Software Professionals	<ul style="list-style-type: none"><li>▪ Delivery and Technical Managers</li><li>▪ Product Managers,</li><li>▪ Projects Managers and scrum masters.</li><li>▪ Systems and Applications' Architects,</li><li>▪ Design and Development Teams.</li><li>▪ Testing, Support, Integration, and Quality Assurance</li></ul>
Management, Business Leaders & Entrepreneurs	<ul style="list-style-type: none"><li>▪ Business and Technology Operations Support.</li><li>▪ Implementations professionals.</li></ul>

	<ul style="list-style-type: none"> <li>▪ Director-Level and Executive Management</li> <li>▪ Enterprisers and Business Owners</li> </ul>
--	---

## Course Syllabus & Accreditation

### 1. Program Rationale [Course Roadmap]

- Understanding the components of Business
- Importance of Effective Business Analysis
- Role of the Analyst and the types of analysis
- Business Architecture and Its relation to Business Analysis
- Business Policies and Business Rules Analysis
- Business Operations, Business Events and Triggers
- Stakeholder's Profiling and Analysis & Interaction Design
- Business Goals, Objectives, Strategies and Operation
- Legal Structures of Organizations
- The difference between corporate strategy and business strategy
- General Business Functions
- What is a business model?
- Competitive forces which shape an organization's strategy
- Business Transformation & Digital Disruption

### 2. Problem Statement, Fact Finding, Requirements definition and Solution Synthesis

- Role of the BA in Tackling Ambiguity, Complexity & Resistance.
- How to Choose the appropriate Elicitation Technique
- Requirements sources, Requirements Scheme, Types of Requirements, Requirements Levels (Subconscious, Conscious and Unconscious)

### 3. The Art of Communication & Interaction Design

- Analyzing Human Needs
- Forms of communication, namely verbal and nonverbal communication.
- Natural Language Versus Body Language
- Formal and Informal Communication
- Forms of Interaction & Interaction Design.
- Emotional Intelligence, Influence and Leadership

### 4. Finance Basics & Standard Financial Reporting

- Chart of Accounts & General Ledger
- Journal Entries, The Balance Sheet, The income statement (profit and loss account)

- The cash flow statement
- Financial ratio analysis

## 5. Cost Management Lifecycle

- Cost estimation
- Cost Planning
- Budgeting
- Cost Types
- Cost Control

## 6. Digital Disruption

- What is Digital Transformation and when is it a disruption
- Impact of improvement on overall business value
- Implications of automation before or in parallel to improvement
- Benchmarking & market Analysis
- Analyzing the business domain
- Analyzing the product catalog/service portfolio
- Staying ahead
- Designing Digitized Business

## 7. Corporate Strategy Fundamentals & Overlapping Concepts

- Feasibility Study, Business Planning
- Designing Smart Realistic Change Strategies
- Assessing current state of any organization and problem definition
- Capabilities Assessment
- Designing the Future State and the Change Strategy
- Risk Analysis
- Strategy Analysis Transformative Techniques
  - Business Model Canvas
  - SWOT Analysis
  - Business Capability Model
- Financial Business Valuation
- Building a financial case
- Alternatives Generation and Evaluation
- Financial Ratio Analysis (Vertical and Horizontal)
- Financial Techniques for evaluating a financial case:
  - Payback period and breakeven point
  - Discounted cash flow / net present value (DCF/NPV)
  - Internal rate of return (IRR)

### Other BA Course Offerings

Course Code	Course Name	Contact Hours	Perquiste
BA101	Requirements Engineering -Foundation Level	28 hours	None
BA102	Agile Business Analysis	16 hours	BA101
BA103	Business Analysis Mastery	35 hours	BA101 10 years working experience
BA303	Strategy Analysis	24 hours	Executive Level