

The Future of Business A Digital Business Analysis Training Course

1 – 5 February 2027
Paris

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Ref: 36366_27182 **Date:** 1 – 5 February 2027 **Location:** Paris **Fees:** 5700 Euro

Course Overview

In today's fast-paced digital economy, mastering digital business analysis is essential for organizations striving for innovation and competitive advantage. This course bridges the gap between traditional business analysis and the demands of the digital era. By integrating digital transformation planning with advanced business analysis techniques, participants will explore innovative frameworks like business process optimization, SWOT analysis for digital businesses, and digital capability mapping. This immersive training highlights the critical role of data-driven decision-making, agile business analysis, and strategic business monitoring, empowering professionals to navigate complex business environments. From stakeholder collaboration techniques to technology-driven business solutions, this course equips participants with the skills to lead their organizations into the future.

Target Audience

- Business analysts
- IT professionals transitioning to digital roles
- Project managers focusing on digital transformation planning
- Organizational strategists and decision-makers
- Team leaders enhancing stakeholder engagement strategies

Targeted Organizational Departments

- IT and digital transformation teams
- Strategic planning and business development departments
- Operations management
- Marketing and customer relations teams
- Human resources focusing on change management strategies

Targeted Industries

- Information technology
- Financial services and banking
- Healthcare and pharmaceuticals
- Retail and e-commerce
- Government and public sector

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Course Offerings

By the end of the course, participants will:

- Apply digital strategy analysis to real-world scenarios.
- Optimize processes using business process management tools.
- Develop actionable digital transformation planning strategies.
- Master risk analysis and management techniques.
- Implement effective agile vs. waterfall methodologies.
- Design and evaluate solutions using requirement elicitation best practices.

Training Methodology

This course employs interactive and dynamic methods, blending case studies with group discussions to foster the practical application of concepts like business analysis in the digital era. Participants will use role-playing for stakeholder engagement strategies and solve real-world problems through SWOT analysis for digital businesses. Feedback and reflection sessions will ensure participants master strategic business monitoring and adopt a continuous learning in business analysis mindset.

Course Toolbox

- Detailed workbooks on digital capability mapping
- Templates for SWOT analysis for digital businesses
- Pre-designed business model canvas techniques
- A curated library of case studies on innovation in digital businesses

Course Agenda

Day 1: Foundations of Digital Business Analysis

- **Topic 1:** Introduction to Digital Business Analysis
- **Topic 2:** Evolution of Business Analysis in the Digital Era
- **Topic 3:** Business Analysis Core Concept Model BACCM
- **Topic 4:** Digital Transformation and Business Strategy Alignment
- **Topic 5:** Key Competencies for Business Analysts
- **Topic 6:** Overview of Business Analysis Process
- **Reflection & Review:** Reflect on how traditional business analysis integrates into the digital era.

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Day 2: Strategic Context and Planning

- **Topic 1:** External Business Context: PEST and Porter's Five Forces Analysis
- **Topic 2:** Internal Business Context: Organizational Strategy and Culture
- **Topic 3:** SWOT Analysis for Digital Businesses
- **Topic 4:** Business Model Canvas Techniques for Digitalization
- **Topic 5:** Strategic Portfolio Management for Digital Projects
- **Topic 6:** Planning Business Analysis Governance
- **Reflection & Review:** Review strategic planning techniques and their application in real-world scenarios.

Day 3: Methods and Techniques for Collaboration

- **Topic 1:** Stakeholder Identification and Engagement Strategies
- **Topic 2:** Elicitation Techniques: Workshops, Interviews, and Document Analysis
- **Topic 3:** Agile vs. Waterfall Methodologies in Business Analysis
- **Topic 4:** Digital Collaboration methods for Business Analysts
- **Topic 5:** Managing Changes and Prioritization
- **Topic 6:** Developing a Communication Plan for Business Analysis Projects
- **Reflection & Review:** Discuss challenges and best practices in stakeholder collaboration.

Day 4: Digital Process Design and Evaluation

- **Topic 1:** Business Process Optimization: Techniques and Applications
- **Topic 2:** Designing Digital Solutions Using BPMN Business Process Model and Notation
- **Topic 3:** Risk Analysis and Management in Digital Business
- **Topic 4:** Defining Key Performance Indicators KPIs for Digital Projects
- **Topic 5:** Solution Evaluation Methods for Digital Transformation
- **Topic 6:** Assessing Feasibility and Total Cost of Ownership TCO
- **Reflection & Review:** Evaluate digital processes and solutions through interactive case studies.

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Day 5: Future-Oriented Analysis and Innovation

- **Topic 1:** Future State Analysis and Roadmaps for Digital Transformation
- **Topic 2:** Leveraging Data-Driven Decision-Making in Business Analysis
- **Topic 3:** Technology-Driven Business Solutions for Innovation
- **Topic 4:** Change Management Strategies for Digital Projects
- **Topic 5:** Continuous Learning and Adaptation in Business Analysis
- **Topic 6:** Building Digital Capability Maps for Competitive Advantage
- **Reflection & Review:** Discuss the course's impact on participants' roles and strategies for continuous growth.

How This Course is Different

The course stands out by providing an integrative approach that connects advanced business analysis techniques with the demands of digitalization in business. Unlike traditional courses, this program combines strategic business monitoring with hands-on exercises in business model canvas techniques and digital capability mapping. Real-world case studies and simulations ensure participants gain practical expertise. This course emphasizes not only theory but also actionable skills in data-driven decision-making and agile business analysis, making it a unique, future-focused training experience.