



Business Analysis Mastery: Advanced Skills & IIBA-Aligned Practices

12 – 16 April 2027
Casablanca

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Ref: 103600414_59858 **Date:** 12 – 16 April 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Enterprise initiatives depend on structured business analysis to translate complex organizational goals into viable operational solutions. This programme in business analysis mastery builds the competencies required to elicit requirements, engage diverse stakeholders, evaluate technical and functional options, and guide strategic implementation in alignment with IIBA standards. Participants gain hands-on proficiency in modeling business needs, validating requirements feasibility, and establishing governance frameworks that protect project value. This business analyst training equips professionals with disciplined analytical tools to reduce project rework and drive sustainable outcomes. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Practitioners stepping into business analysis roles who require structured methodologies.
- Experienced business analysts seeking to align their practical experience with formal professional standards.
- Project managers and requirements engineering specialists collaborating directly with business analysis teams.
- Operations managers and continuous improvement leads overseeing business change initiatives.
- Systems analysts and functional consultants responsible for bridging business needs and technical delivery.

Departments and Industries

This course serves analytical and operational professionals across corporate and technical environments.

- Business Analysis and Systems Architecture Groups
- Project Management and Enterprise Programme Offices
- Strategy Planning and Corporate Transformation Teams
- Operations and Process Improvement Divisions
- Financial Services, Healthcare, Manufacturing, and Management Consulting

Learning Objectives

By the end of this course, participants will be able to:



- Apply professional business analysis principles to complex enterprise initiatives.
- Select and execute effective stakeholder engagement and requirement elicitation methods.
- Validate requirements for quality, technical feasibility, and strategic goal alignment.
- Perform systematic gap analysis and solution evaluation using objective decision matrices.
- Formulate structured recommendations that secure executive stakeholder buy-in.
- Design monitoring systems and feedback loops to support post-implementation value realization.

Course Agenda

Day 1: Foundations of Business Analysis

- Core Principles and Practice Standards in Modern Business Analysis
- Defining the Value Proposition and Business Analysis Service Offerings
- Analytical Competency Models and Professional Performance Standards
- Ethical Guidelines and Professional Conduct in Analytical Roles
- Positioning Business Analysis within Diverse Organizational Governance Frameworks
- Foundational Competency Assessment and Workflow Contextualization

Day 2: Stakeholder Engagement and Requirement Elicitation

- Stakeholder Identification, Persona Building, and Power-Influence Mapping
- Criteria for Selecting Appropriate Requirement Elicitation Methods
- Conducting Collaborative Workshops, Interviews, and Observation Sessions
- Documenting and Categorizing Functional and Non-Functional Requirements
- Managing Stakeholder Expectations, Conflicting Priorities, and Relationships
- Hands-on Elicitation Simulation and Documentation Synthesis

Day 3: Requirements Evaluation and Validation

- Defining Quality Criteria for Clear, Testable, and Actionable Requirements
- Technical and Operational Feasibility Analysis for Proposed Requirements
- Mapping Requirements Traceability to High-Level Strategic Objectives
- Validation Techniques: Structured Walkthroughs, Inspections, and Prototyping
- Managing Requirements Baseline Changes and Change Control Workflows
- Practical Requirements Validation and Defect Resolution Exercise

Day 4: Solution Analysis and Selection

- Organizational Gap Analysis: Current State versus Desired Future State
- Quantitative and Qualitative Solution Evaluation Frameworks
- Developing Objective Scoring Criteria for Solution Selection
- Structuring Business Recommendations to Secure Stakeholder Buy-In
- Risk Assessment and Constraint Management in Solution Evaluation
- Collaborative Workshop: Comparative Solution Scoring and Trade-Off Analysis



Day 5: Strategy Design and Implementation Monitoring

- Designing Strategic Roadmaps for Structured Project Implementation
- Establishing Operational Key Performance Indicators and Tracking Metrics
- Creating Continuous Feedback Loops to Monitor Solution Adoption
- Risk Governance and Contingency Planning During Implementation Rollout
- Post-Project Closure Reviews and Value Realization Tracking
- Consolidated Implementation Assessment and Practical Action Planning

Practical Exercises

Participants complete applied activities to simulate project scenarios and build analysis artefacts.

- Suggested activity: Construct a stakeholder management matrix and engagement schedule for a multi-departmental project.
- Suggested activity: Conduct a mock elicitation interview and document findings into structured requirement statements.
- Suggested activity: Perform a feasibility and gap analysis assessment comparing alternative software solutions.
- Suggested activity: Design a strategic implementation roadmap with measurable performance monitoring indicators.

FAQs

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisites are required. A foundational understanding of general business concepts is helpful, and experience in operational or project environments is beneficial but not mandatory.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day consists of approximately 4 to 5 hours of instruction, including interactive exercises and structured breaks. The complete five-day programme spans 20 to 25 hours.

How does the course help with business analysis in real-world scenarios?

The training incorporates realistic enterprise case studies, hands-on documentation templates, and simulation exercises, allowing participants to apply analytical tools directly to workplace challenges.



Conclusion

Sound business analysis underpins every successful project. By integrating disciplined requirement elicitation, thorough stakeholder engagement, and rigorous solution evaluation, analysts bridge the gap between organizational strategy and operational reality. Participants complete this course equipped with proven templates, structured thinking models, and practical capabilities to lead business analysis initiatives with confidence and clarity.