Introduction to Business Analysis: Defining Successful Projects

Category: Project Management & Business Skills | **Vendor:** Various

Duration: 24.00 hours (3 days) **19.5 CPD Hours** **Rating:** ⭐ 4.6 (5,878 reviews)

Course Information

Delivery Format: Instructor Led - Online

Course Overview

This training course delivers an end-to-end business analysis process, incorporating industry best practices from IIBA®, BCS, and Project Management. You will improve your analytical competencies and learn to apply a core business analysis framework — from initiation, through requirements gathering and stakeholder management, to making a business case, delivering a solution, and validating outcomes

About This Course

This training course delivers an end-to-end business analysis process, incorporating industry best practices from IIBA®, BCS, and Project Management. You will improve your analytical competencies and learn to apply a core business analysis framework — from initiation, through requirements gathering and stakeholder management, to making a business case, delivering a solution, and validating outcomes

Learning Outcomes

Upon successful completion of this course, participants will be able to:

- Perform external and internal analysis to understand the pressures on the business and root cause of a problem
- Write clear requirements for formal and Agile projects
- Create UML models and diagrams to analyse requirements
- Perform strategy analysis to understand your organisation's business landscape
- Develop user stories and use cases

Detailed Course Outline

Defining Business Analysis

Overview of the business analysis discipline

- What is business analysis?
- The scope of the business analyst’s work
- Responsibilities of the business analyst

Introducing the business analysis process

- From strategy analysis to requirements engineering
- Best practices used throughout the business analysis process

Performing Strategic Analysis

Introducing strategy analysis

- Identifying strategic context
- Performing root cause analysis

Internal analysis

- Responding to business challenges through internal analysis
- Identifying your key stakeholders
- Clarifying the organisational mission using MOST

External analysis

- Optimising organisational flexibility using external analysis
- Investigating competitive pressures using Porter’s Five Forces
- Analysing the business landscape using PESTLE

Analysing and Managing Your Stakeholders

Identifying your stakeholders

- The stakeholder wheel and identification matrix
- Creating stakeholder personas

Analysing your stakeholders

- Examining stakeholder impact for your project

- Evaluating stakeholder attitude towards your project

- Placing your stakeholder in the organisational hierarchy using STOP

- Developing action-oriented business initiatives to address business needs and opportunities

Managing your stakeholders

- Interacting with your stakeholders

- Creating a stakeholder communication plan

- Assessing your stakeholders

Defining the Solution

Exploring business and technical options

- Forming scope from business goals and objectives

- Writing the business requirements

Developing criteria and solutions

- Making use of affinity diagrams to elicit high-level criteria

- Comparing evaluation techniques

Making the Business Case

- The structure of the business case

- Creating a pyramid of information

Using customer-focused persuasion

- Analysing costs and benefits
- Categories of costs and benefits
- Identifying tangible and intangible costs and benefits
- Investment appraisal using a cash flow forecast
- Evaluating risk and impact

The Requirements Engineering Framework

Defining requirements

- The cost of poor requirements
- Distinguishing between functional and non-functional requirements
- Key sources of requirements

Planning the requirements communication process

- Addressing common pitfalls typically encountered during requirements development
- Actors in the requirements engineering process
- Dealing with tacit and explicit knowledge

Developing the requirements document

- Building the requirements list
- Applying requirements filters

- Developing well-formed requirements

Establishing the Requirements

The elicitation process

- Elicitation tools and techniques
- Guidelines and checklists

Eliciting the requirements

- Conducting effective interviews and workshops
- Deploying observation techniques
- Getting user feedback by using prototypes
- Analysing the situation using visualisation techniques
- Spotting non-functional requirements using quantitative analysis

Analysing the Requirements

Organising and prioritising requirements

- Arranging requirements by focus
- Gap analysis techniques

Employing modelling techniques

- Modelling the business context

- Shaping the business processes

- Inspecting the requirements

Writing the Requirements Documentation

Creating formal requirements documentation

- Structuring a standard functional requirement

- Structuring a standard non-functional requirement

Creating agile requirements documentation

- Developing and splitting user stories

- Crafting, and elaborating on, use cases

Validating the requirements

- Stakeholders and their areas of concern

- Types of validation

Managing the written requirements

- Dealing with changing requirements

- Sources of requirements change

- Components of requirements management

Presenting the Business Solution

- Delivering the requirements

- Transferring the business solution

- Supporting developmental activities

Skills You Will Learn:

- Perform external and internal analysis to understand the pressures on the business and root cause of a problem
- Write clear requirements for formal and Agile projects
- Create UML models and diagrams to analyse requirements
- Perform strategy analysis to understand your organisation's business landscape
- Develop user stories and use cases

Frequently Asked Questions

Q: What delivery options are available for Introduction to Business Analysis: Defining Successful Projects?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
- Traditional Instructor-Led Classroom Training (ILT)
- On-site delivery at your offices anywhere in United Kingdom
- Private dedicated courses customized for your team

Q: How many CPD hours does this course provide?

The 3-day Introduction to Business Analysis: Defining Successful Projects course provides up to 19.5 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the Introduction to Business Analysis: Defining Successful Projects training?

The training takes place over 3 day(s), with each day lasting approximately 24.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for Introduction to Business Analysis: Defining Successful Projects?

Yes, we provide corporate training, dedicated training, and closed classes for Introduction to Business Analysis: Defining Successful Projects. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: What related terms do people search for?

Popular related searches include: Introduction to Business Analysis: Defining Successful Projects, Business Analysis, BAIDSP

Q: Why choose Nexus Human for Introduction to Business Analysis: Defining Successful Projects?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Introduction to Business Analysis: Defining Successful Projects training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

Nexus Human

Professional Training & Development

Email: info@nexushuman.com

Website: www.nexushuman.com

Phone: +353 1 889 8700 (Ireland) | +44 20 8142 8961 (UK)

© 2026 Nexus Human. All rights reserved. This brochure was generated on 13/11/2026.