



PLANNING AND STRATEGY MANAGEMENT | PSM-003

## Certificate in Business Analysis

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# Course content

## Why Attend

Every business is amidst a perpetual state of evolution, rendering decision-making more intricate and fraught with risk. Managers must grasp the significant drivers of change and the trajectory of change across markets, competition, technology, and business models. This comprehension is essential for evaluating the viability of sustainable growth and pinpointing the strategic development decisions required to transition today's organization into tomorrow's.

In this Certificate in Business Analysis training course, you'll gain insights into the dynamics of change within the global business landscape. Armed with this understanding, you'll then craft strategic and operational plans to underpin competitive excellence as your company charts its course forward.

## Course Methodology

## Course Objectives

- Identify the main trends in the business as it develops
- Evaluate the performance of the organisation up to now
- Introduce innovative and differentiating activities in your business model
- Align and coordinate strategic and operational programmes and projects
- Introduce leading-edge tools and techniques of performance forecasting

## Target Audience

- This training course is suitable for a wide range of professionals but will greatly benefit:
- Experienced business analysts and strategic planners
- Specialists in financial management
- Human resource development managers

# Course outline

## Detailed course outline

Day-by-day outline for Certificate in Business Analysis.

### Day 1 - Megatrends - The New Global Economic Structure

- The major forces affecting business and the forecast trend.
- Business strategy in the post-COVID business environment
- Globalisation versus deglobalisation in business decisions
- The concept of strategic alignment
- How to align strategic and operational plans
- The new framework of an effective strategy

### Day 2 - Financial and Non-financial Dimensions of Business

- Financial evaluation of a business
- The financial “anatomy” of an organisation
- Balancing profitability, liquidity and gearing
- Non-financial evaluation of a business
- Framework for non-financial analysis
- Application of the ‘Balanced Scorecard’

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### Day 3 - Assessing the Future Potential of a Business

- Tools and techniques of market and business analysis
- Hearing and understanding the “voice of the customer”
- Measuring and managing the impact of the product life-cycle
- Forecasting the future potential of a business
- Managing crisis and controlling recovery
- Identifying future organisational development priorities

### Day 4 - Innovation and Risk in Business Development

- Developing innovative offerings and business models
- Evolutionary and revolutionary innovation
- The impact of disruptive innovation
- Risk analysis in business decisions
- Identifying the right risk to take
- Tools and techniques of risk management

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### Day 5 - Value Migration and Developing People for the Future

- What is the significance of value migration?
- Internal and external value migration
- The impact of value migration on strategy and structure
- Developing human capability for the future of the company
- The challenge of managing the agile organisation
- People development in a rapidly changing world

# Seminar dates

## Available seminar dates

Live dates and pricing for Certificate in Business Analysis generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	Istanbul	Classroom	€2,240
1 - 5 June 2026	Paris	Classroom	€3,080
8 - 12 June 2026	Barcelona	Classroom	€2,940
15 - 19 June 2026	Munich	Classroom	€2,975
6 - 10 July 2026	Kuala Lumpur	Classroom	€1,575
20 - 24 July 2026	Amsterdam	Classroom	€2,940
3 - 7 August 2026	London	Classroom	€2,975

**Live online option**

Online delivery is available at €1,250.