

Informa Connect

Academy

Practitioner Certificate in Business Analysis Practice

Behind Every Successful Business is a Great Analyst



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Certification Partner

About BCS



BCS, The Chartered Institute for IT, is the professional body for people working in tech and a globally respected authority in the field.

Guided by a Royal Charter, BCS is committed to public benefit and professional excellence by championing a technology profession that is ethical, accountable, diverse and innovative. With a global membership of over 70,000 professionals, BCS bring together industry leaders, educators, practitioners and policymakers to elevate standards across the digital profession.

BCS awards the prestigious Chartered IT Professional (CITP) status, recognised as the gold standard for IT professionalism. Its certifications are widely regarded as hallmarks of trust, competence, knowledge and ethical integrity. Through its work, BCS helps the profession respond to today's complex ethical and technological challenges, ensuring that IT is used safely, responsibly and for the benefit of society.

Certification Criteria

To qualify for a Certificate from BCS, learners are required to meet two criteria:

1. Assessment

- Learners are required to complete the end-of-course assessment with a pass mark of 65% and above

2. Punctuality and Attendance

- Eligibility for the end-of-course assessment is linked to full attendance
- Unavoidable absence of up to 2 hours of the total course duration may be considered upon prior written approval to Informa Connect Academy

Learners who do not qualify for the Certificate from BCS, will receive a Certificate of Attendance indicating the number of hours attended from Informa Connect Academy.

About Informa Connect Academy

Informa Connect Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners.

We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.



Course Information

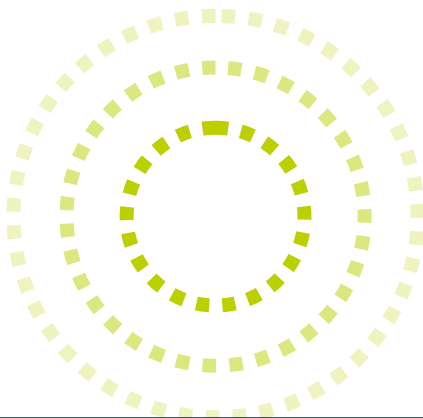
Course Overview

The BCS Practitioner Certificate in Business Analysis Practice is designed for individuals looking to develop or enhance their skills in pre-project business analysis. Rather than focusing solely on the Business Analyst role, this course emphasises essential analysis skills and tools that support strategic decision-making, business alignment, and the development of fit-for-purpose solutions.

Candidates will gain practical expertise in applying business analysis techniques to assess business needs, define objectives, and contribute to effective project outcomes. This qualification is valuable for individuals in associate, and management positions, equipping them with the knowledge and skills needed to drive business success through informed analysis and problem-solving. It is recommended that delegates should have completed the Foundation Certificate in Business Analysis to ensure that they have sufficient and recommended knowledge to successfully access and complete this course.



You are required to bring your laptop all throughout the session.



This Course Is Ideal For

This course has been tailored for individuals who aspire to gain a comprehensive understanding of the field of business analysis, contribute effectively to organisational change initiatives, and enhance business processes. This programme and certification provides value for these roles but not limited to:

- Business Analysts
- Process Improvement Specialists
- Change Managers
- Business Transformation Professional
- Operations Managers
- Project Managers
- IT Consultants
- Quality Assurance Specialists
- Customer Experience Managers
- Business Architect
- Data Analysts

Learning Outcomes

- **Understand** the strategic context for business analysis
- **Identify** when and how to select and apply a range of techniques and tools to analyse the current state of a business
- **Apply** the purpose and key content of the business case
- **Establish** the target state of a business and defining its desired outcomes
- **Recognise** the value of ongoing stakeholder engagement and analysis throughout the business analysis process



Course Information

Certification Exam

This course is assessed by completing an invigilated online exam which is conducted at the end of the course.

- **Type:** 40 multiple choice questions
- **Pass mark:** 65%, 26/40
- **Duration:** 60 Minutes
- **Delivery:** Supervised digital format and no external materials allowed
- **Resit:** One complimentary resit included up to one month of first attempt
- **Membership:** 12 months' free membership upon completing the course

Adjustments and/or additional time can be requested in line with the BCS reasonable adjustments policy for candidates with a disability or other special considerations, including English as a second language.

Added Value

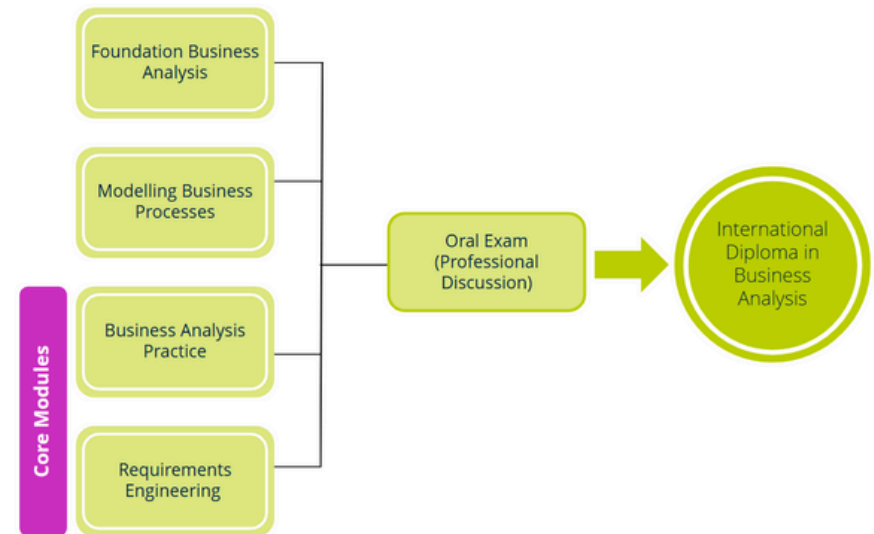
This BCS course directly aligns with **SFIPlus**, BCS's comprehensive extension of the Skills Framework for the Information Age (SFIA), ensuring relevance to current industry standards and practices, which is essential to career progression within the industry.

SFIPlus Level 4

This syllabus has been linked to the SFIA knowledge, skills and behaviours required at level 4 for an individual working in Requirements Definition and Management

Learning Pathway - The International Diploma

- Available once you have completed four modules: two core modules, one knowledge module and one practitioner module
- You will have an oral examination to discuss your experience and capabilities



Course Outline

Strategic Context for Business Analysis

- Explain the purpose of an organisation's vision
- Apply a suitable technique to analyse the internal environment of an organisation
- Apply a suitable technique to analyse the external environment of an organisation
- Analyse a given scenario and apply SWOT analysis
- Apply tools to measure performance
- Describe the business change lifecycle

Analysing and Managing Stakeholders

- Explain the activities required to engage stakeholders
- Analyse a given scenario and identify stakeholder categories using the stakeholder wheel
- Apply CATWOE to analyse stakeholder perspectives and identify similarities and differences
- Analyse a given scenario and map stakeholders using the power/interest grid
- Analyse a given scenario and apply appropriate stakeholder management strategies

Analysing the Current State

- Analyse a given scenario and identify suitable methods to research the business situation
- Analyse a given scenario and identify a suitable quantitative or qualitative investigation technique
- Identify advantages and disadvantages of the different investigation techniques
- Apply tools to represent the current business situation

Establishing the Target State

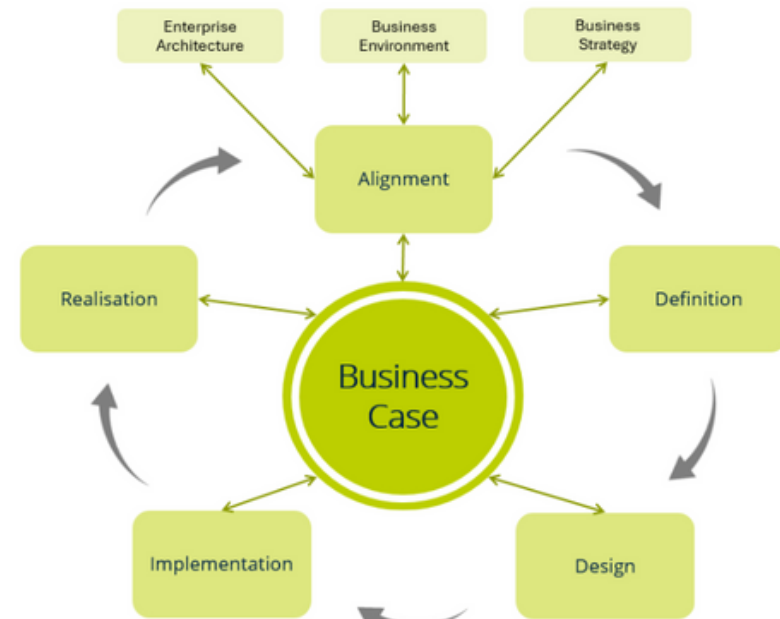
- Analyse a given scenario and identify aspects of a business activity model
- Identify the five activities included in a BAM
- Explain the need for a consensus BAM
- Explain the three types of business event
- Explain the use of a target operating model (TOM)

Designing and Defining the Solution

- Analyse a given scenario and identify the stages of design thinking
- Describe the use of divergent and convergent thinking
- Explain the process of gap analysis
- Analyse a given scenario and identify the different areas of feasibility

Developing a Business Case

- Explain the rationale for the development of a business case
- Analyse a given scenario and identify the contents of a business case
- Identify tangible and intangible costs and benefits
- Identify risks and their potential impact
- Analyse a given scenario and explain the use of appraisal techniques
- The relationship between the business case and business change lifecycle



The Business Change Lifecycle

Course Director



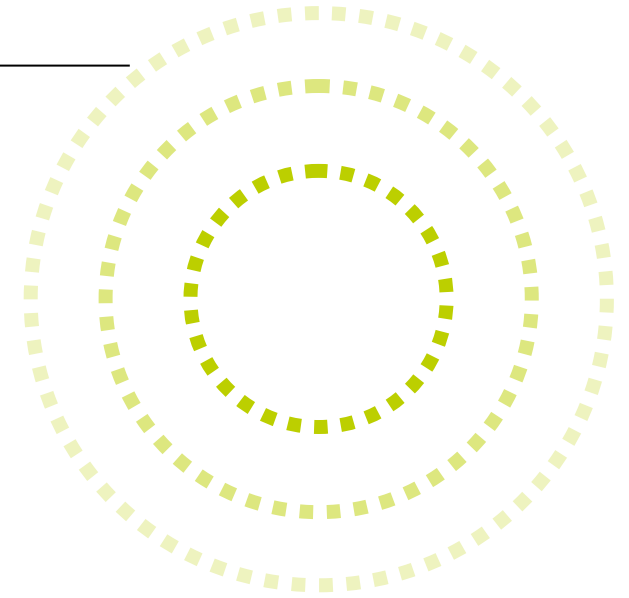
Marco Ambrogio

Marco Ambrogio, a seasoned Strategic Business Advisor, ignites projects with unmatched vigour. With a decade plus of self-employment in global consulting, change management, and business development, he champions transformational strategies. Marco, a lecturer and corporate trainer, crafts success stories by embedding his unique QSC Framework that combines Quality, Service, and Communication principles.

From diverse roles in Corporate Management, entrepreneurship, and academia, his ethos remains unwavering: transforming Organisations, Teams, and People. Marco holds an M.Sc. in Economics and Commerce. He has been an international corporate trainer since 2018. Since 2020 he is also a Lecturer at The University of Malta, Faculty of Economics, Management, and Accounting. Marco brings a unique perspective to Training with extensive corporate experience in Europe, the USA, and Africa.

He is a builder of bridges, believing in the power of connection and storytelling as an enabler for people to transform themselves, change their mindset, learn new skills, and achieve more.




Marco's training style is based on a blend of theory and practice, where theory is taken as a reference point, yet the real learning happens with workshops, case studies, business games, conversations, and Q&A sessions. With Marco leading the training, active participation and engagement are not only highly recommended, but they are an integral part of the programme.



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BOOK
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  +971 55 176 0524
 MEenquiries@informa.com

Run This Course In-Company

 +971 4 407 2624
 cts@informa.com

ABOUT INFORMA CONNECT ACADEMY

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Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT TIMINGS, PRICING AND DOCUMENTATION

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at <https://informaconnect.com/delegate-terms-and-conditions>. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/delegate-terms-and-conditions>. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com/academy.



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+971 4 407 2438