# GREENLIGHT
## PROJECT MANAGEMENT

# BUSINESS ANALYSIS
# (BA)

**2 days, 16 hours, 16 PDUs**

**Classroom (ILT) and Virtual Classroom (VCT)**
**As VCT, up to 4 hours per day**

Do you recognize the following challenge?

*"The solution fulfils the requirements, but the customer and the end users are not satisfied!*
- *How can we know and ensure that the solution fulfils the real needs and is perceived valuable?*
- *How can we ensure a satisfied end-user, and that the solution is useful?*

In this course you will learn how Business Analysis knowledge areas, techniques and best practices can help to respond to this challenge and ensure the best scope valuable output from projects, programs and operations.

## AFTER THE COURSE YOU WILL

❖ Know what Business Analysis is
❖ Understand the role of the Business Analyst
❖ Know how to perform better business analysis, and with focus on Value creation
❖ Understand how Agile methods integrates with Business Analysis
❖ Have practiced Business Analysis tools
❖ Have ideas (a plan) on how to apply what has been learned

## TARGET GROUP

❖ Business Analysts
❖ Project and Program Managers
❖ Sponsors, Business Owners and Account Managers
❖ Product Owners, Product Managers
❖ Solution Architects and Technical Coordinators, RTEs and Development Team Members
❖ Core 3 Team members
❖ Business Consultants

## TRAINING METHOD

You will experience a course with a high energy level and lots of fun. We use a training method called learning by doing, meaning that the course will be very practical.
The exact content of the course is adapted to the course format, classroom or virtual. The course can also be delivered in a reduced format of 8 hours.

## SUBJECTS

❖ Business Analysis Fundamentals
❖ The IIBA® BACCM® Model.
❖ Business Analysis Knowledge Areas: Business Analysis Planning and Monitoring, Elicitation and Collaboration, Requirements Life Cycle Management, Strategy Analysis, Requirements Analysis and Design Definition and Solution Evaluation
❖ Business Analysis Techniques like for example SWOT, Business Case, Customer Benefits Driven Management, Business Canvas and LEAN Start Up
❖ Requirement Management
❖ Agile methods
❖ Underlying competencies
❖ How to benefit from AI in Business Analysis
❖ Documentation
❖ Case-studies and exercises
❖ How to apply

The content is based on BABOK V3 from IIBA, The PMI guide to Business Analysis, GPMM® 3.0, real hands-on experience from major international organizations with big projects and programs as well as from small companies with small projects and initiatives.

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