

BUSINESS CASE AND COURSE SYLLABUS: BCS BUSINESS ANALYSIS PRACTICE



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Need to know

Course name:

BCS Business Analysis Practice

Course price:

£995+VAT weekday virtual, £1195+VAT weekday classroom, £1395+VAT weekend virtual

Course duration:

3 days midweek, 2 days weekend

Course dates:

[Click here to see upcoming dates for this course](#)

Payment options:

Payment is taken via our website by card or bank transfer. Other payment options can be discussed.

Key skills learned:

- Develop a business strategy
- Identify key performance indicators
- Understand stakeholder perspectives
- Model business activities
- Perform gap analysis
- Identify business improvements
- Manage project stakeholders
- Propose useful change projects
- Identify costs and benefits for change projects

The impact this will have on learners

The BCS Business Analysis Practice course will enable learners to act as an effective member of a team by teaching delegates how to develop a business strategy and how to apply techniques to explore business issues.

The confidence boost that formal training can bring will also mean better employee output because they will need less direction and support to achieve success in their role.

The positive impact this will have on your business

- Projects always starting off on the right foot with the right prep work
- Potential business improvements noticed quicker and implemented faster
- Higher productivity
- Increased efficiency
- Less reliance on senior team members
- More company loyalty

Benefits at a glance of training with Metadata Training:

- Flexible training to fit any schedule
- Mid week or weekend courses
- Small class sizes for maximum learning experience
- Exam price included in the course price
- Take the exam when suits the learner best
- 5* support

Success stories

[Click here to read reviews for Metadata Training](#)

Syllabus overview



1. Strategic Context For Business
Analysis (20%)



2. Analysing And Managing
Stakeholders (20%)



3. Analysing The Current State (15%)



4. Establishing The Target State (15%)



5. Designing And Defining The
Solution. (15%)



6. Developing A Business Case (15%)

Full syllabus

1. Strategic Context for Business Analysis (20%)

Candidates will be able to:

1.1 Explain the purpose of an organisation's vision.

- a. Defines target state.
- b. Purpose and direction.

1.2 Apply a suitable technique to analyse the internal environment of an organisation

- a. VMOST.
- b. Resource audit.

1.3 Apply a suitable technique to analyse the external environment of an organisation.

- a. Porter's Five Forces.
- b. PESTLE

1.4 Prepare a SWOT analysis.

- a. Strengths, weaknesses, opportunities, threats.
- b. Internal and external.

1.5 Use tools to measure performance

- a. Balanced scorecard (BSC).
- b. Critical success factors (CSFs).
- c. Key performance indicators (KPIs).
- d. Targets.

2. Analysing and Managing Stakeholders (20%)

Candidates will be able to:

2.1 Explain the activities required to engage stakeholders

- a. Identify stakeholders.
- b. Challenge and inform stakeholders.
- c. Negotiate stakeholder conflicts.
- d. Engage with stakeholders.
- e. Written and verbal communication.
- f. Support stakeholders and facilitate meetings and record outputs.

2.2 Identify generic stakeholder categories using the stakeholder wheel.

- a. Partners.
- b. Suppliers.
- c. Regulators.
- d. Employees.
- e. Managers.
- f. Owners.
- g. Competitors.
- h. Customers.

2.3 Use the CATWOE technique to analyse stakeholder perspectives and identify similarities and differences.

- a. Customers.
- b. Actors.
- c. Transformation.
- d. World view.
- e. Owner.
- f. Environment.

2.3 Categorise stakeholders in terms of their power and influence and level of interest.

- a. Power/interest grid.

2.3 Choose an appropriate stakeholder management strategy.

- a. Watch, keep satisfied, constant active management, keep onside, keep informed, ignore.
- b. RACI.

3. Analysing the Current State (15%)

Candidates will be able to:

3.1 Choose suitable methods to research the business situation.

- a. Background research.

3.2 Identify a suitable quantitative or qualitative investigation technique

- a. Interviews.
- b. Workshops.
- c. Observation.
- d. Document analysis.
- e. Scenario analysis.
- f. Surveys/questionnaires.
- g. Data analysis.

3.3 Identify advantages and disadvantages of the different investigation techniques.

- a. Environment.
- b. Project.

3.4 Use tools to represent the current business situation.

- a. Customer journey maps.
- b. Rich pictures.
- c. Empathy maps.
- d. Mind maps.

4. Establishing the Target State (15%)

Candidates will be able to:

4.1 Use a business activity model.

- a. How to construct.
- b. What, not how

4.2 Identify the 5 activities included in a BAM.

- a. Planning.
- b. Enabling.
- c. Doing.
- d. Monitoring.
- e. Controlling.

4.3 Explain the need for a consensus BAM.

- a. Stakeholder buy-in.
- b. Agreed perspective.

4.4 Explain the three types of business events.

- a. Internal.
- b. External.
- c. Time-based.

4.5 Explain the use of a target operating model (TOM)

- a. POPIT™
- b. Gap analysis.

5. Designing and Defining the solution. (15%)

Candidates will be able to:

5.1 Identify the stages of Design Thinking.

- a. Empathise.
- b. Define.
- c. Ideate.
- d. Prototype.
- e. Evaluate.
- f. Create.

5.2 Describe the use of divergent and convergent thinking.

- a. Double Diamond model.

5.3 Explain the process of gap analysis.

- a. Comparing current and target state.
- b. Developing options and process.

5.3 Distinguish between areas of feasibility.

- a. Business
- b. Technical.
- c. Financial.

6. Developing a Business Case (15%)

Candidates will be able to:

6.1 Explain the rationale for the development of a business case.

- a. Purpose and use

6.2 Identify the contents of a business case.

- a. Introduction.
- b. Management summary.
- c. Description of current state.
- d. Options considered:
 - Analysis of costs and benefits
 - Impact assessment
 - Risk assessment
- e. Recommendation.

6.3 Identify tangible and intangible costs and benefits.

- a. Cost benefit analysis.

6.4 Identify risks and their potential impact.

- a. Types of risk.
- b. Risk analysis.
- c. Risk impact.

6.5 Explain the rationale for the financial case and the appraisal techniques.

- a. Payback.
- b. Discounted cash flow and net present value.

6.6 Relate the business case to the business change lifecycle.

- a. The business change lifecycle.

Examination format

This certificate is assessed through completion of an invigilated online exam which candidates will only be able to access at the date and time they are registered to attend.

Type	40 Multiple Choice and Multiple Response questions
Duration	60 minutes
Supervised	Yes
Open Book	No (no materials can be taken into the examination room)
Passmark	26/40 (65%)
Delivery	Digital or paper based.

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.



Got more questions?



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Book a call with a
course adviser

