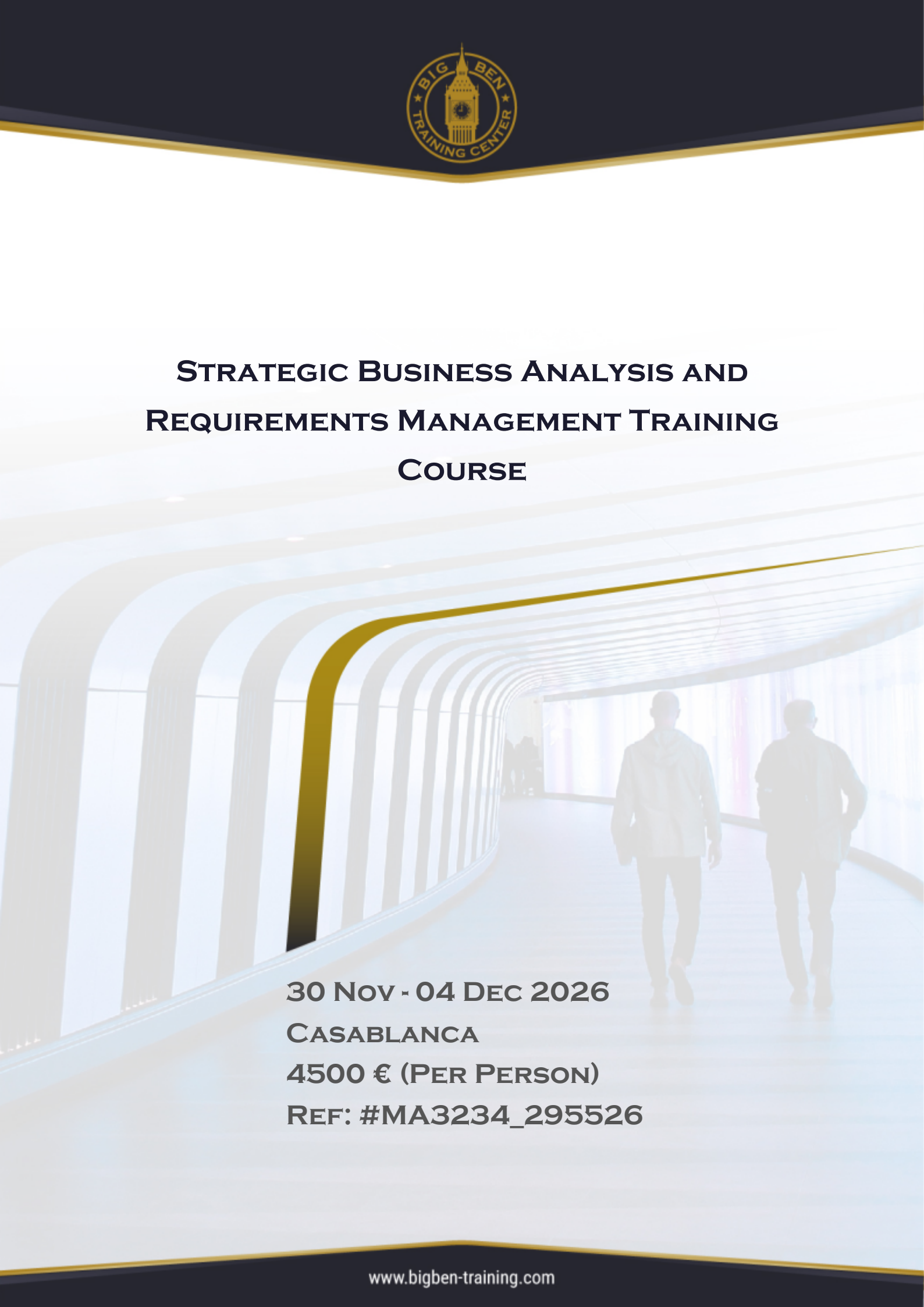
Strategic Business Analysis and Requirements Management Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA3234_295526

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the critical disciplines of strategic business analysis and requirements management. In today's dynamic business environment, the ability to accurately identify business needs, elicit stakeholder requirements, and align them with organizational strategy is paramount for project success and competitive advantage. This program moves beyond traditional requirements gathering to instill a strategic mindset, enabling participants to function as key partners in driving business value. Drawing upon established principles, such as those outlined in the "BABOK Guide" (A Guide to the Business Analysis Body of Knowledge), the curriculum integrates foundational theories with practical application. Participants will learn to navigate complex project landscapes, manage stakeholder expectations, and ensure that solutions not only meet functional specifications but also deliver tangible strategic outcomes. BIG BEN Training Center has designed this immersive experience to equip professionals with the tools, techniques, and strategic foresight needed to translate business vision into successful, implemented solutions, a concept thoroughly explored by authors like Karl Wiegers in his works on software requirements.

Target Audience / This training course is suitable for:

- Business Analysts at all levels.
- Project Managers and Program Managers.
- System Analysts and IT Professionals.
- Product Owners and Product Managers.
- Quality Assurance and Testing Professionals.
- Business Stakeholders involved in project definition.
- Consultants seeking to enhance their analytical skills.
- Team Leaders and Department Heads.

Target Sectors and Industries:

- Information Technology and Software Development.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Telecommunications and Media.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Information Technology (IT) Department.
- Project Management Office (PMO).
- Product Development and Management.
- Operations and Business Process Improvement.
- Strategy and Corporate Planning.
- Finance and Risk Management.
- Marketing and Sales Departments.
- Quality Assurance and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Conduct comprehensive enterprise analysis to align projects with strategic goals.
- Master various requirements elicitation techniques for diverse stakeholder groups.
- Analyze, document, and model business requirements with precision and clarity.
- Develop and manage a robust requirements management plan throughout the project lifecycle.
- Utilize business process modeling notation (BPMN) to map and improve workflows.
- Create effective use cases, user stories, and acceptance criteria.
- Implement requirements traceability to manage scope and impact of changes.
- Facilitate stakeholder collaboration and manage conflicting requirements effectively.
- Validate solutions to ensure they meet business needs and deliver expected value.
- Develop a compelling business case to justify project investment.
- Apply root cause analysis techniques to identify underlying business problems.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and focused on practical application. We believe that adult learning is most effective when participants are actively engaged in the process. This course moves beyond theoretical lectures to immerse attendees in a collaborative learning environment. The program is built upon a foundation of expert-led instruction, which is then reinforced through a series of individual and group activities. These include in-depth case study analyses of real-world business scenarios, hands-on workshops for practicing techniques like process modeling and requirements documentation, and role-playing exercises to simulate stakeholder interviews and negotiation sessions. Team-based projects will challenge participants to work together to solve complex business problems, fostering communication and teamwork skills. Continuous feedback is provided by the instructor and peers, ensuring a rich and developmental learning journey. This blended approach guarantees that participants not only understand the concepts but can also confidently apply them in their professional roles immediately upon completing the course.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Business Analysis

- The strategic role of the Business Analyst.
- Understanding enterprise analysis and business architecture.
- Conducting a thorough situational analysis using SWOT and PESTLE.
- Defining business needs and developing a compelling business case.
- Business analysis planning and monitoring activities.
- Introduction to the Business Analysis Body of Knowledge (BABOK Guide).
- Key competencies and ethical considerations for a Business Analyst.

Unit Two: Requirements Elicitation and Stakeholder Collaboration

- Planning and preparing for requirements elicitation.
- Mastering core elicitation techniques: interviews, workshops, and observation.
- Advanced techniques: brainstorming, focus groups, and prototyping.
- Conducting effective stakeholder analysis and creating a communication plan.
- Managing stakeholder engagement and expectations.
- Facilitation skills for leading requirements gathering sessions.
- Documenting elicitation results and confirming with stakeholders.

Unit Three: Requirements Analysis and Documentation

- Differentiating between business, stakeholder, and solution requirements.
- Analyzing and modeling business processes using BPMN.
- Creating data models and data flow diagrams.
- Writing effective functional and non-functional requirements.
- Developing use cases and user stories with clear acceptance criteria.
- Structuring a formal Business Requirements Document (BRD).
- Techniques for verifying and validating requirements for quality.

Unit Four: Requirements Lifecycle Management

- Establishing a requirements management plan.
- Prioritizing requirements using techniques like MoSCoW and Kano analysis.
- Managing requirements traceability with a traceability matrix.
- Implementing a structured change control process for requirements.
- Communicating requirements effectively to technical and non-technical audiences.
- Managing scope and preventing scope creep.
- Leveraging tools for requirements management and collaboration.

Unit Five: Solution Assessment, Validation, and Strategic Alignment

- Defining solution scope and design options.
- Assessing organizational readiness for change.
- Planning and conducting user acceptance testing (UAT).
- Validating that the solution meets the defined business needs.
- Measuring solution performance and business value post-implementation.
- Conducting a lesson learned session for continuous improvement.
- The Business Analyst's role in strategy execution and digital transformation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid digital transformation, how can a business analyst act as a strategic partner to the organization rather than just a requirements gatherer?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intently on the strategic dimension of business analysis, a critical element often underemphasized in purely technical training. While many programs teach the mechanics of writing requirements, this curriculum is built around the philosophy that a business analyst's primary function is to be a strategic liaison between business objectives and project execution. We move beyond the "what" and "how" of requirements gathering to explore the "why" behind every business need, ensuring that all efforts are directly aligned with organizational goals. The course integrates principles from established frameworks like the BABOK Guide with practical, real-world case studies that challenge participants to think critically and solve complex problems. Rather than just demonstrating tools, we cultivate a mindset of inquiry, influence, and value creation. The emphasis on stakeholder management, strategic thinking, and solution validation equips participants not merely to document requirements, but to shape outcomes, drive successful change, and become indispensable assets to their organizations.