Strategic Business Analysis for Project Requirements Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PMP3082_279903

Course Introduction / Overview:

This course provides a comprehensive framework for mastering the critical discipline of business analysis, focusing on the precise elicitation, analysis, documentation, and management of project requirements. In today's competitive landscape, the gap between business needs and technology solutions is a primary cause of project failure. This program is designed to bridge that gap by equipping participants with the tools and techniques necessary to ensure projects deliver real business value. Drawing upon industry best practices, the curriculum delves into the core competencies outlined in the business analysis body of knowledge. We will explore concepts championed by experts like Karl Wiegers, whose work in "Software Requirements" has set a standard for clarity and precision in the field. Participants will learn to navigate complex stakeholder landscapes, model business processes, and create unambiguous requirements documentation. At BIG BEN Training Center, we have developed this course to move beyond theory, emphasizing practical application to transform participants into key drivers of project success and organizational innovation, ensuring that every project initiative is strategically aligned and effectively executed from start to finish.

Target Audience / This training course is suitable for:

- Business Analysts at all levels.
- Project Managers and Project Leaders.
- System Analysts and IT Professionals.
- Product Owners and Product Managers.
- Quality Assurance Engineers and Testers.
- Business Stakeholders involved in projects.
- Consultants seeking to formalize their analysis skills.

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.
- Engineering and Manufacturing.
- Government and Public Sector Agencies.

Target Organizations Departments:

- Information Technology (IT) and Software Development.
- Project Management Office (PMO).
- Product Management and Development.
- Business Operations and Strategy.
- Quality Assurance and Testing.
- Marketing and Sales.
- Customer Service and Support.

Course Offerings:

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

- Master the fundamental concepts and lifecycle of business analysis.
- Conduct thorough stakeholder analysis and develop effective engagement strategies.
- Apply a variety of elicitation techniques to gather complete and accurate requirements.
- Utilize modeling techniques to analyze and visualize business processes and requirements.
- Develop clear, concise, and verifiable requirements documentation.
- Implement effective requirements prioritization methods like MoSCoW.
- Manage the requirements change control process throughout the project lifecycle.
- Perform requirements validation and verification to ensure quality and alignment.
- Contribute effectively to solution assessment and selection.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lecture-based formats by integrating a dynamic blend of expert-led instruction, real-world case study analysis, and collaborative group workshops. Each module is structured to build upon the last, creating a logical and comprehensive learning journey. Participants will engage in hands-on exercises, including requirements elicitation role-playing, process modeling sessions, and peer-review of documentation. This active learning approach fosters critical thinking and problem-solving skills. Interactive discussions and Q&A sessions are encouraged to facilitate knowledge sharing and address specific challenges faced by participants in their own organizations. Our expert instructors provide continuous feedback and guidance, creating a supportive environment that maximizes knowledge retention and skill development, ensuring a transformative and valuable training experience for every attendee.

Course Agenda (Course Units):

Unit One: Foundations of Business Analysis and Project Requirements

- The role and competencies of a Business Analyst.
- Understanding the project lifecycle and the BA's involvement.
- Differentiating between business, stakeholder, solution, and transition requirements.
- Introduction to the Business Analysis Body of Knowledge (BABOK).
- Defining project scope and objectives clearly.
- The fundamentals of enterprise analysis and business case development.
- Conducting an effective feasibility study.

Unit Two: Mastering Requirements Elicitation and Stakeholder Engagement

- Identifying, analyzing, and categorizing stakeholders.
- Developing a comprehensive stakeholder communication plan.
- Techniques for effective requirements elicitation like interviews and workshops.
- Utilizing observation and shadowing to understand current processes.
- Conducting brainstorming sessions and focus groups.
- The art of asking the right questions to uncover hidden needs.
- Documenting elicitation results and confirming with stakeholders.

Unit Three: Analysis, Modeling, and Prioritization Techniques

- Introduction to requirements analysis and process modeling.
- Using flowcharts and swimlane diagrams to map business processes.
- Developing use cases and user stories to capture functional requirements.
- Understanding and defining non-functional requirements.
- Applying prioritization techniques such as MoSCoW and ranking.
- Conducting SWOT and PESTLE analysis for strategic context.
- Introduction to data modeling and data flow diagrams.

Unit Four: Documenting and Communicating Project Requirements

- Creating a formal Business Requirements Document (BRD).
- Writing clear, concise, and testable requirement statements.
- Structuring a Software/System Requirements Specification (SRS).
- The role of visual aids and prototypes in communicating requirements.
- Developing a requirements traceability matrix.
- Managing and versioning requirements documentation.
- Presenting requirements effectively to diverse audiences.

Unit Five: Requirements Management, Validation, and Solution Assessment

- Establishing a requirements management and change control process.
- Techniques for validating requirements with stakeholders.
- Methods for verifying requirements against business rules and standards.
- Planning and conducting formal requirements reviews and walkthroughs.
- Assessing proposed solutions against defined requirements.
- Supporting the design, testing, and implementation phases.
- Measuring the business value delivered by the final solution.

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:

How can a business analyst effectively balance conflicting stakeholder requirements while ensuring the final solution delivers maximum value to the organization?

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

This course distinguishes itself by focusing on the strategic thinking and communication skills that elevate a good business analyst to an indispensable one. While many programs concentrate solely on technical tools and documentation templates, we emphasize the cognitive processes behind effective analysis. We delve into the 'why' behind each technique, teaching participants not just how to create a use case, but how to critically assess if it truly represents stakeholder intent and business value. The curriculum is built around a narrative of practical application, using integrated case studies that evolve over the five days, forcing participants to adapt to changing requirements and complex stakeholder dynamics just as they would in a real project. Our approach is rooted in academic rigor but is delivered with a focus on real-world problem-solving. This ensures that participants leave not with a static set of tools, but with a dynamic analytical mindset, capable of navigating ambiguity, facilitating consensus, and ultimately ensuring that technology investments translate into tangible business success.