Strategic Business Analysis and Requirements Management Training Course



22 - 26 Nov 2026

Doha

5500 € (Per Person)

Ref: #PRM2395_232763

Course Introduction / Overview:

This intensive training course is designed to bridge the critical gap between business strategy and project execution through the mastery of business analysis and requirements management. In today's dynamic environment, the ability to accurately identify, analyze, and manage project requirements is paramount to success. This program provides a comprehensive framework for understanding the strategic role of a business analyst, moving beyond simple requirements gathering to become a key partner in value creation. We will explore the complete requirements lifecycle, from initial elicitation and stakeholder collaboration to detailed analysis, documentation, and validation. Drawing on principles outlined in foundational texts like the "A Guide to the Business Analysis Body of Knowledge" (BABOK Guide), the course emphasizes practical application. As articulated by industry expert Karl Wiegers, unclear requirements are a primary cause of project failure. BIG BEN Training Center has structured this course to equip participants with the tools and techniques to define crystal-clear requirements, ensuring projects are delivered on time, within budget, and in perfect alignment with organizational goals. Participants will learn to facilitate communication, manage change, and ultimately drive successful business outcomes through meticulous and strategic analysis.

Target Audience / This training course is suitable for:

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

Target Sectors and Industries:

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

Target Organizations Departments:

- Information Technology (IT) Department.
- Project Management Office (PMO).
- Product Development and Management.
- Operations and Business Process Improvement.
- Strategic Planning and Corporate Development.
- Marketing and Sales.
- Finance and Accounting.
- Customer Service and Support.

Course Offerings:

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

- Conduct comprehensive stakeholder analysis to identify key influencers and decision-makers.
- Master various requirements elicitation techniques, including interviews, workshops, and surveys.
- Develop detailed business process models using standard notations like BPMN.
- Write clear, concise, and testable functional and non-functional requirements.
- Create a comprehensive Business Requirements Document (BRD).
- Implement a requirements traceability matrix to manage scope and change effectively.
- Prioritize requirements based on business value, risk, and dependencies.
- Facilitate requirements validation and verification sessions with stakeholders.
- Assess proposed solutions to ensure they meet business needs and strategic objectives.
- Manage the requirements change control process throughout the project lifecycle.

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 learners gain the most through active participation and by applying concepts to real-world scenarios. This course moves beyond traditional lectures, incorporating a dynamic blend of expert-led instruction, intensive case study analysis, and collaborative group exercises. Participants will engage in role-playing simulations of stakeholder interviews and requirements workshops, allowing them to practice and refine their communication and facilitation skills in a supportive environment. Team-based projects will challenge participants to work together on developing a requirements package for a sample project, from initial analysis to final documentation. Throughout the course, there will be ample opportunity for peer-to-peer learning, open discussions, and Q&A sessions. Our expert instructors provide continuous, constructive feedback to ensure that each participant can translate the learned theories and techniques directly into their professional practice, fostering a deep and lasting understanding of strategic business analysis.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Business Analysis

- The strategic role and core competencies of a Business Analyst.
- Introduction to the Business Analysis Body of Knowledge (BABOK Guide).
- Differentiating between business, stakeholder, solution, and transition requirements.
- The relationship between business analysis and project management.
- Understanding the project and product lifecycle in context.
- Conducting enterprise analysis to align projects with business strategy.
- Defining business needs and developing a compelling business case.

Unit Two: Requirements Elicitation and Stakeholder Collaboration

- Planning the business analysis approach and activities.
- Conducting comprehensive stakeholder analysis and mapping.
- Mastering elicitation techniques: interviews, workshops, and focus groups.
- Utilizing observation, prototyping, and brainstorming for requirements discovery.
- Techniques for effective facilitation and communication.
- Managing stakeholder engagement and expectations.
- Documenting elicitation results and confirming with stakeholders.

Unit Three: Requirements Analysis and Documentation

- Introduction to business process modeling with BPMN.
- Creating context diagrams and data flow diagrams.
- Developing detailed use cases and user stories.
- Specifying and modeling functional and non-functional requirements.
- Techniques for organizing and structuring requirements.
- Creating the Business Requirements Document (BRD).
- Verifying and validating requirements for quality and completeness.

Unit Four: Requirements Lifecycle Management

- Establishing a requirements traceability strategy.
- Building and maintaining a requirements traceability matrix.
- Techniques for prioritizing requirements (MoSCoW, Kano Model).
- Managing the requirements baseline and scope.
- Implementing a formal change control process for requirements.
- Communicating requirements effectively to all project teams.
- Gaining formal approval and sign-off on requirements.

Unit Five: Solution Assessment and Validation

- Defining solution scope and assessing solution options.
- Allocating requirements to solution components and releases.
- Assessing organizational readiness for a new solution.
- Validating that the implemented solution meets the business need.
- Evaluating solution performance post-implementation.
- Measuring the business value delivered by the solution.
- The Business Analyst's role in continuous improvement and strategic planning.

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 stakeholder desires with technical feasibility and strategic business objectives when they are in conflict?

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

This course distinguishes itself by focusing on the strategic integration of business analysis rather than treating it as a siloed, technical function. While many programs concentrate solely on the tools and techniques of requirements gathering, this training course elevates the discussion to connect every analytical activity directly to business value and strategic goals. We emphasize the "why" behind the "what," teaching participants to think like strategic partners who can challenge assumptions, identify underlying business problems, and ensure that projects are not just completed, but that they deliver a measurable competitive advantage. The curriculum is uniquely structured to bridge the common communication gap between business stakeholders and technical teams. By integrating principles from project management and strategic planning, we provide a holistic perspective that is often missing elsewhere. The emphasis on real-world case studies and interactive simulations ensures that participants leave not just with theoretical knowledge, but with the practical skills and strategic mindset required to navigate complex project environments, manage conflicting stakeholder interests, and drive successful outcomes that are in true alignment with the organization's vision.