

Business Analysis Foundations: From Curiosity to Capability

Day 1: The Role of a Business Analyst

1. What is Business Analysis?

- **Definition and scope of business analysis**
- **What problems does a BA solve?**
- **Types of projects BAs work on**

2. The Business Analyst Lifecycle

- **From project initiation to implementation**
- **How BAs fit into project teams (Waterfall vs Agile)**

3. BA vs PM vs Product Manager

- **Role comparisons and where they intersect**
- **Who owns what in a project?**

4. Core BA Mindsets

- **Curiosity: Asking "why" constantly**
- **Empathy: Understanding the user and client**
- **Analytical thinking: Seeing patterns, making sense**

5. Career Pathways in Business Analysis

- **Entry-level roles and job titles**
- **Certifications to consider (CBAP, ECBA)**
- **Long-term growth into consulting, strategy, or product**

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Day 2: Understanding Business Needs

1. Stakeholder Identification & Mapping

- **Who are stakeholders and why they matter**
- **Primary vs secondary stakeholders**
- **Tools: Stakeholder matrix, power-interest grid**

2. Problem vs Symptom

- **Why treating symptoms fails**
- **Identifying root business needs**

3. Root Cause Analysis Techniques

- 5 Whys
- Fishbone (Ishikawa) Diagram
- Simple workshop methods

4. Business Case Basics

- What is a business case?
- Components: need, benefit, cost, risk
- Writing a simple one-page business case

5. SMART Goal Setting

- Specific, Measurable, Achievable, Relevant, Time-bound
- Examples of bad vs good goals

Day 3: Basics of Requirements Gathering

1. What are Requirements?

- Definition and types (business, stakeholder, system)
- Why projects fail due to bad requirements

2. Techniques for Eliciting Requirements

- Interviews: How to ask the right questions
- Surveys: When and how to use them
- Workshops: Brainstorming and aligning groups
- Observation: Shadowing end users

3. Use Cases and User Stories

- Use Case: Steps users take to achieve goals
- User Story: “As a [user], I want to [action] so that [benefit]”
- Acceptance Criteria: When is a requirement done?

4. Requirements Documentation

- BRD (Business Requirements Document) lite version
- Use case templates, checklist formats
- Visual methods: Sketches, maps, diagrams

5. Interactive Group Activity

- Pick a real-life example (e.g., online ordering)
- Conduct mock interviews

- Create a mini BRD or user story set

Day 4: Introduction to Process Thinking

1. What is a Business Process?

- Definition and purpose of process analysis
- Examples in daily life and business

2. As-Is vs To-Be Processes

- Understanding current vs future state
- Spotting inefficiencies and proposing fixes

3. Process Mapping Basics

- Flowcharting symbols: start/end, decision, process
- Swimlane diagrams for roles
- Intro to SIPOC model (Supplier, Input, Process, Output, Customer)

4. Tools for Mapping Processes

- Draw.io
- Lucid chart
- Whiteboard exercises

5. Case Activity: “Map the Pizza Ordering Process”

- Assign roles
- Create As-Is and To-Be versions
- Present and explain logic

Day 5: Communication & Entry-Level Tools

1. Active Listening & Note-taking

- Listening techniques (paraphrasing, clarifying)
- Note structures: Cornell, bullet, mind maps

2. Preparing for Stakeholder Meetings

- Agenda creation
- Managing time and attention
- Post-meeting summaries

3. Excel for Analysts (Essentials)

- **Sorting/filtering**
- **VLOOKUP and simple formulas**
- **Pivot table demo**
- **Making a quick dashboard or report**

4. Presenting Your Findings

- **How to tell a story with data**
- **Slide structuring and visual tips**
- **Presenting to different audiences (peer vs manager)**

5. Final Simulation: Solve a Simple Business Problem

- **Group receives a mock business case (e.g., low customer retention)**
 - **Conduct a mini workshop**
 - **Submit deliverables: stakeholder map, problem statement, requirements list, process diagram**
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