

Business Analysis Fundamentals

At a Glance

Kickstart your business analysis journey building the fundamental skills companies need to drive digital transformation, inform decisions, and deliver business value.

Get ready to begin your journey into the highly rewarding field of business analysis! During this course, you'll build the foundational skills and knowledge you need for future success.

Course Overview

Business analysis ranks among the top 10 in-demand skills globally (LinkedIn), as companies seek professionals who can drive digital transformation and data-driven decision-making. If you're looking to start a career in business analysis, this course is the perfect place to begin.

You'll learn the core principles of business analysis and gain a clear understanding of its role within organizations, including the key responsibilities, essential skills, and certifications needed to succeed in the field. Plus, you'll discover the potential career paths and growth opportunities that are available for aspiring business analysts.

Through real-world examples from multiple industries, you'll explore practical applications such as gap analysis and gain hands-on experience with widely used business analysis tools. You'll also examine how digital transformation is reshaping the field, including digital strategy, technology evaluation, and the use of AI to enhance business analysis practices.

With a blend of theory, interactive activities, and labs, this course equips you with the foundational knowledge and practical insights you need to move forward on your business analysis journey.

Enroll now and gain the essential skills and knowledge you need to move forward with confidence in the rewarding field of business analysis.

Learning Objectives

- Fundamental business analysis skills that provide the ideal foundation for your career as a business analyst, aligned with the BABOK Guide

- Hands-on practical skills to prepare for the ECBA certification recognized by employers
- Key strategies and methods for process modeling, requirements gathering, stakeholder engagement, and project management
- Core concepts, tools, and techniques for systems analysis, data analysis, and data visualization

Course Syllabus

Module 1: Basics of Business Analysis

- Video: Introduction to Business Analysis
- Video: Expert Viewpoints: Role of Business Analysis in Enterprises
- Video: Evolution and Importance of Business Analysis
- Video: Introduction to domains in Business Analysis
- Activity: Aligning Business and Solution Domains in Organizations
- Video: Responsibilities of a Business Analyst
- Video: Skills required for a Business Analyst
- Video: Expert Viewpoints: Most important skills for Business Analyst
- [Optional] Reading: Overview of BABOK
- Video: Career prospects & Career Paths of Business Analysts
- Video: How to become a Business Analyst?
- Video: Expert Viewpoints: Career journey in Business Analysis
- Activity: Unlock your Potential as a Business Analyst
- Practice Quiz: Basics of Business Analysis
- Module 1 Summary: Basics of Business Analysis
- Graded Quiz: Basics of Business Analysis

Module 2: Business Analysis Process

- Video: Steps in the Business Analysis Process
- Video: Expert Viewpoints: Business Analysis process in companies
- Video: Introduction to Requirement Gathering

- Activity: Requirement Gathering
- Video: Popular Tools in Business Analysis
- Video: Expert Viewpoints: Business Analysis Tools in Day-to-Day Life
- Video: Features of Common Business Analysis Tools
- Video: Expert Viewpoints: Usage of tools for Business Analysis
- Video: Overview of Techniques in Business Analysis
- Video: Expert Viewpoints: Usage of techniques for Business Analysis
- Lab: Using Tools for Documenting Requirements
- Practice Quiz: Business Analysis Process
- Module 2 Summary: Business Analysis Process
- Graded Quiz: Business Analysis Process

Module 3: Business Analysis Practical Applications

- Video: Business Analysis in different industries
- Video: Application of Business Analysis in Different Industries
- Video: Performing Effective Gap Analysis
- Lab: Visualizing and Improving a Business Process
- Video: Expert Viewpoints: Usage of tools for Business Analysis in day-to-day work
- Lab: Creating a business analysis matrix
- Video: Digital Strategy and Transformation
- Video: Expert Viewpoints: Digital Transformation journey
- Video: Technology assessment for Digital Transformation
- Video: Expert Viewpoints: Importance of Technology assessment
- Lab: Evaluate Digital Transformation Scenarios
- Video: AI in Business Analysis
- Video: Expert Viewpoints: Leveraging AI in real life business analysis
- Practice Quiz: Business Analysis Practical Applications
- Module 3 Summary: Business Analysis Practical Applications

- Graded Quiz: Business Analysis Practical Applications

Module 4: Final Project and Exam

- Project: Streamlining Hospital Operations through Business Analysis
- Final Quiz: Business Analysis Fundamentals