

Certificate in Business Analysis

Course code: PSM-003



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Every business is amidst a perpetual state of evolution, rendering decision-making more intricate and fraught with risk. Managers must grasp the significant drivers of change and the trajectory of change across markets, competition, technology, and business models. This comprehension is essential for evaluating the viability of sustainable growth and pinpointing the strategic development decisions required to transition today's organization into tomorrow's. In this Certificate in Business Analysis training course, you'll gain insights into the dynamics of change within the global business landscape. Armed with this understanding, you'll then craft strategic and operational plans to underpin competitive excellence as your company charts its course forward.

Why Attend

This course uses instructor-led sessions, guided discussion, and practical exercises built around Day One: Megatrends - The New Global Economic Structure, Day Two: Financial and Non-financial Dimensions of Business, Day Three: Assessing the Future Potential of a Business, and day four: innovation and risk in business

Who Should Attend

Experienced business analysts and strategic planners
Specialists in financial management
Human resource development managers
Specialists in operational management
Systems analysts and business process designers
Marketing and commercial staff

— Learning Objectives

- Identify the main trends in the business as it develops
- Evaluate the performance of the organisation up to now
- Introduce innovative and differentiating activities in your business model
- Align and coordinate strategic and operational programmes and projects
- Introduce leading-edge tools and techniques of performance forecasting

— Course Outline

DAY 1

Day One: Megatrends - The New Global Economic Structure

- The major forces affecting business and the forecast trend.
- Business strategy in the post-COVID business environment
- Globalisation versus deglobalisation in business decisions
- The concept of strategic alignment
- How to align strategic and operational plans
- The new framework of an effective strategy

DAY 2

Day Two: Financial and Non-financial Dimensions of Business

- Financial evaluation of a business
- The financial “anatomy” of an organisation
- Balancing profitability, liquidity and gearing
- Non-financial evaluation of a business
- Framework for non-financial analysis
- Application of the ‘Balanced Scorecard’

DAY 3

Day Three: Assessing the Future Potential of a Business

- Tools and techniques of market and business analysis
- Hearing and understanding the “voice of the customer”
- Measuring and managing the impact of the product life-cycle
- Forecasting the future potential of a business
- Managing crisis and controlling recovery
- Identifying future organisational development priorities

DAY 4

Day Four: Innovation and Risk in Business Development

- Developing innovative offerings and business models
- Evolutionary and revolutionary innovation
- The impact of disruptive innovation
- Risk analysis in business decisions
- Identifying the right risk to take
- Tools and techniques of risk management

DAY
5

Day Five: Value Migration and Developing People for the Future

- What is the significance of value migration?
- Internal and external value migration
- The impact of value migration on strategy and structure
- Developing human capability for the future of the company
- The challenge of managing the agile organisation
- People development in a rapidly changing world

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	London - United Kingdom	€1,925
12 - 16 October 2026	Barcelona - Spain	€1,400
9 - 13 November 2026	Kuala Lumpur - Malaysia	€1,425
16 - 20 November 2026	Istanbul - Türkiye	€1,925
7 - 11 December 2026	Barcelona - Spain	€2,125
14 - 18 December 2026	Vienna - Austria	€2,100
21 - 25 December 2026	Amsterdam - Netherlands	€2,100
18 - 22 January 2027	Istanbul - Türkiye	€1,425

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.