

## IT BUSINESS ANALYSIS - DEVELOPING APPEALING BUSINESS CASES

*"Transforming Requirements into Strategic Value Propositions through Business Case Excellence"*

### Schedule

Date	Venue	Fees (Face-to-Face)
07 - 11 Jun 2026	Doha, Qatar	USD 3495 per delegate

### Introduction

In today's fast-paced digital environment, business analysts play a critical role in bridging the gap between IT and strategic decision-making. One of their most valuable contributions is the ability to develop compelling business cases that justify IT investments and align initiatives with organizational goals.

This course empowers IT and business professionals to master the end-to-end business analysis process—from needs identification to the development of persuasive business cases. Participants will learn to evaluate costs, benefits, risks, and strategic fit to secure stakeholder buy-in and drive informed decisions.

### Objectives

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

- Identify and define business needs and opportunities for improvement
- Conduct stakeholder analysis and requirement elicitation
- Develop robust business cases supported by data and strategic alignment
- Evaluate project feasibility using cost-benefit and risk analysis
- Present business cases to decision-makers with clarity and impact

## Why Attend

- Build practical skills in structuring and writing business cases
- Understand how to align IT solutions with organizational strategy
- Gain tools for quantifying benefits, ROI, and risk mitigation
- Strengthen your influence with stakeholders and executives
- Support better investment decisions in IT and digital transformation projects

## Target Audience

This program is designed for:

- Business Analysts and IT Project Coordinators
- Enterprise Architects and IT Strategy Planners
- System Analysts and Process Improvement Teams
- Project and Program Managers
- Anyone involved in justifying or evaluating technology-driven initiatives

## Individual Benefits

Key competencies that will be developed include:

- Structured problem analysis and opportunity definition
- Requirements gathering and stakeholder engagement
- Quantitative and qualitative analysis techniques
- Business case development using standard frameworks
- Effective communication and presentation of findings

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved investment decisions with stronger justification processes
- Enhanced collaboration between business and IT units
- More efficient project approvals based on clear business value
- Reduced project failure risks through better upfront analysis
- Stronger alignment of IT initiatives with strategic priorities

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Business analysis lifecycle, case structure, stakeholder mapping
- Case Studies - Real-world IT investment scenarios and outcomes
- Workshops - Develop business cases using participant projects
- Peer Exchange - Critique and refine business case approaches
- Tools - Business case templates, cost-benefit models, decision matrices

## Course Outline

**Training Hours: 7:30 AM - 3:30 PM** Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

### Day 1: Business Needs and Problem Framing

- Module 1: The Role of Business Analysis in IT Projects (07:30 - 09:30) • Business analysis lifecycle, roles, and tools
- Module 2: Identifying Business Problems and Opportunities (09:45 - 11:15) • GAP analysis, current vs desired state
- Module 3: Stakeholder Mapping and Requirement Elicitation (11:30 - 01:00) • Interviewing, surveys, focus groups
- Module 4: Workshop - Define the Business Problem (02:00 - 03:30) • Apply root cause tools and issue trees

### Day 2: Requirement Analysis and Feasibility Assessment

- Module 5: Analyzing Functional and Non-Functional Requirements (07:30 - 09:30) • Use cases, user stories, requirement prioritization
- Module 6: Technical and Operational Feasibility (09:45 - 11:15) • Capability assessment, constraints, dependencies
- Module 7: Cost Estimation and Resource Planning (11:30 - 01:00) • Capital vs operating costs, budgeting basics
- Module 8: Workshop - Draft a Requirement Summary (02:00 - 03:30) • Document and validate stakeholder needs

### Day 3: Risk, Benefits, and ROI Analysis

- Module 9: Identifying and Assessing Business Risks (07:30 - 09:30) • Impact, likelihood, mitigation strategies
- Module 10: Benefits Realization Planning (09:45 - 11:15) • Tangible vs intangible, quick wins vs long-term
- Module 11: ROI, Payback, and NPV Calculations (11:30 - 01:00) • Financial analysis tools and break-even analysis
- Module 12: Workshop - Create a Risk and Benefit Matrix (02:00 - 03:30) • Scorecard for comparing project alternatives

### Day 4: Building and Structuring the Business Case

- Module 13: Components of a Strong Business Case (07:30 - 09:30) • Executive summary, strategic alignment, rationale
- Module 14: Comparative Options and Alternative Analysis (09:45 - 11:15) • Status quo, multiple scenarios, selection criteria
- Module 15: Visualizing Business Value (11:30 - 01:00) • Using dashboards, graphs, value maps
- Module 16: Workshop - Draft a Full Business Case (02:00 - 03:30) • Apply templates and present rough draft

### Day 5: Presenting, Reviewing, and Gaining Buy-In

- Module 17: Presenting Business Cases to Decision Makers (07:30 - 09:30) • Tailoring message, Q&A prep, slide design
- Module 18: Reviewing and Validating Business Cases (09:45 - 11:15) • Criteria, scoring models, feedback loops
- Module 19: Case Study - Business Case for IT System Upgrade (11:30 - 01:00) • Group analysis and critique
- Module 20: Final Workshop - Present Business Case for Approval (02:00 - 03:30) • Team presentations and peer evaluations

## Certification

Participants will receive a Certificate of Completion in IT Business Analysis - Developing Appealing Business Cases, validating their ability to define needs, analyze solutions, and build persuasive business cases that support sound IT decision-making and investment.

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