

## CERTIFIED GLOBAL BUSINESS ANALYSIS(CGBA)

*"Driving Strategic Change Through Effective Business Analysis Practices"*

### Schedule

Date	Venue	Fees (Face-to-Face)
07 - 11 Sep 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In today's fast-changing business environment, organizations must embrace agility and precision in making decisions that impact their future. Business analysis is the discipline that bridges strategy and execution, enabling impactful decisions and change management success. The Certified Global Business Analysis (CGBA) program equips professionals with the analytical tools, strategic thinking, and practical techniques needed to identify business needs, define solutions, and manage successful change.

This intensive 5-day course covers the full lifecycle of business analysis from needs identification to solution evaluation. Participants will gain hands-on experience using globally recognized frameworks and tools, ensuring they return with practical skills to drive change in any industry.

### Objectives

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

- Apply business analysis frameworks and methodologies to support strategic change
- Elicit and document requirements through various stakeholder engagement techniques
- Analyze business problems and recommend actionable, value-driven solutions
- Design, validate, and evaluate business solutions effectively
- Align business analysis activities with organizational goals and digital transformation

## Why Attend

- Gain a globally recognized certification in business analysis
- Learn the tools and techniques to support strategic change and transformation
- Develop practical skills through real-world case studies and exercises
- Enhance your ability to collaborate with stakeholders and deliver value
- Improve your career prospects with a high-demand business capability

## Target Audience

This program is designed for:

- Business analysts and aspiring analysts
- Change and transformation managers
- Project managers and team leads
- Product owners and solution architects
- Strategy and operations professionals
- IT and business consultants

## Individual Benefits

Key competencies that will be developed include:

- Business needs analysis and problem definition
- Requirements gathering and stakeholder engagement
- Process modeling and solution evaluation
- Communication, facilitation, and documentation skills
- Strategic and analytical thinking to drive business outcomes

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved stakeholder alignment and collaboration
- Enhanced ability to manage complex business change initiatives
- Reduced project failure through clear requirements and analysis
- Stronger decision-making based on data and business value
- Effective transformation aligned with organizational goals

## Instructional Methodology

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

- Strategy Briefings – Explore frameworks like BABOK, SWOT, root cause analysis, and business case development
- Case Studies – Practical analysis of change programs across various industries
- Workshops – Group work on requirement gathering, stakeholder analysis, and business modeling
- Peer Exchange – Share perspectives on challenges in analysis and change initiatives
- Tools – Templates for stakeholder mapping, requirement documentation, process models, and value assessment

## MAWA EVENTS

**Address:** No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

---



## Course Outline

### Detailed 5-Day 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: Foundations of Business Analysis

- Module 1: Introduction to Business Analysis (07:30 – 09:30)
  - Role of the business analyst in modern organizations
  - Key concepts, lifecycle, and value of business analysis
  - Overview of global standards and the CGBA certification
- Module 2: Strategic Thinking and Business Need (09:45 – 11:15)
  - Identifying and articulating business needs
  - Using SWOT, PESTLE, and root cause analysis
  - Aligning initiatives with strategic objectives
- Module 3: Stakeholder Identification and Engagement (11:30 – 01:00)
  - Mapping and analyzing stakeholders
  - Engagement techniques and communication planning
  - Managing stakeholder expectations

#### Day 2: Requirements Elicitation and Analysis

- Module 4: Elicitation Techniques (07:30 – 09:30)
  - Interviews, workshops, observations, and document analysis
  - Selecting appropriate elicitation methods
  - Preparing and conducting elicitation sessions
- Module 5: Requirements Documentation and Validation (09:45 – 11:15)
  - Writing clear and testable requirements
  - Using user stories, use cases, and functional specs
  - Validating requirements with stakeholders
- Module 6: Analyzing Current State (11:30 – 01:00)
  - Documenting current processes and pain points
  - Using process flowcharts and SIPOC diagrams
  - Identifying gaps and improvement opportunities

#### Day 3: Solution Design and Assessment

- Module 7: Designing Future State Solutions (07:30 – 09:30)
  - Creative and critical thinking in solution design
  - Defining and modeling future state processes
  - Evaluating solution alternatives
- Module 8: Creating the Business Case (09:45 – 11:15)
  - Justifying investments through cost-benefit analysis
  - Risk analysis and ROI calculations
  - Presenting and defending the business case
- Module 9: Aligning Solutions to Business Goals (11:30 – 01:00)
  - KPIs and success criteria
  - Linking project outcomes to strategic value
  -

Building stakeholder confidence in solution direction

**Day 4: Change Management and Agile Business Analysis**

- Module 10: Principles of Change Management (07:30 – 09:30)
- Understanding the human side of change
- Resistance, adoption, and stakeholder buy-in
- Change readiness and communication strategies
- Module 11: Agile Business Analysis (09:45 – 11:15)
- Introduction to agile principles and product ownership
- Role of the BA in agile teams
- Backlog refinement and sprint planning
- Module 12: Collaboration and Facilitation (11:30 – 01:00)
- Techniques for effective workshops and meetings
- Conflict resolution and consensus building
- Building strong relationships with cross-functional teams

**Day 5: Implementation, Testing, and Certification Preparation**

- Module 13: Supporting Implementation and Testing (07:30 – 09:30)
- Supporting solution deployment and training
- User acceptance testing (UAT) and defect tracking
- Measuring implementation success
- Module 14: Post-Implementation Review (09:45 – 11:15)
- Conducting lessons learned and impact analysis
- Continuous improvement and optimization
- Feedback loops and BA performance metrics
- Module 15: CGBA Exam Preparation and Final Q&A (11:30 – 01:00)
- Review of key concepts and exam domains
- Tips and practice for CGBA exam success
- Final Q&A and wrap-up

**Certification**

Participants will receive a Certificate of Completion in Certified Global Business Analysis (CGBA), affirming their proficiency in business analysis tools, stakeholder management, and change facilitation aligned with international best practices.

**Why Choose MAWA Events**

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b> Interested in running this course for your team? Please contact us:</p>	<p>TEL: <b>+601116373203</b></p>	<p>EMAIL: <b>info@mawaevents.net</b></p>
--	--------------------------------------	--

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.