
At EDUCBA, it is a matter of pride to us to make job oriented hands on courses available to anyone, any time and anywhere.

Learn at a time and place, and pace that is of your choice.

Plan your study to suit your convenience and schedule.

Business Analysis Course

Email Contact: info@educba.com



EDUCBA



www.educba.com

Course Overview

You get to learn business analysis and business systems and how it is implemented in organizations that require change.

We also cover various critical business management concepts such as Strategic Management, Entrepreneurship, Brand Management, Events Management, Content Management, and Media planning.

Business Analysis Skills

Business Management: At any stage of your life be it a college student, working professional or businessman, you need to constantly grow in your field, this business analysis course will educate and motivate you to grow in your respective categories, by teaching all the tools of managing a successful business.

Advertising, Promotion, and Marketing: In today's world Marketing is the key to making your business reach to the highest peak and goal. In this course, not only you will learn about Marketing, Media,

Course Features



Course Duration-
58+ Hours



Number of Courses



Verifiable
Certificates



Lifetime Access



Technical
Excellence

About Business Analysis

In a world where so many Start-ups are getting registered every day, do you ever wonder, what all does it take to start and continue a Business? So let me announce that this Business Analysis course gives you detailed training about how to run a Business, how to be an Entrepreneur, how to strategies work plan, how to advertise and promote your product, how to do Branding of your product, how to manage events, how to do Content Management and Media Planning and Strategy.

Business Analysis Course

This is a Bundle Course that includes complete in-depth Business Analysis Learning Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Business Analysis professional.

1

Theories of Strategic Management

Section 1. Strategic Management

- Syllabus Introduction

Section 2. Introduction To Strategic Management

- Introduction To Strategic Management
- Sustainable Competitive Advantage
- Levels Of Strategy
- Strategic Management Functions And Benefits

Section 3. Crafting A Strategy

- Process
- Strategic Intent Part 1
- Strategic Intent Part 2
- Mission And Objectives
- Financial And Strategic Objectives
- Goals And Objectives
- Policies

Section 4. Business Strategy

- Porters Generic Business Strategy
- Cost Leadership Strategy
- Differentiation Part 1
- Differentiation Part 2
- Focused Strategies
- Tactics Part 1
- Tactics Part 2

Section 5. Corporate Strategies

- Corporate Strategies
- Concentration Strategy
- Integration Strategies
- Diversification Strategies
- Types Of Diversification Strategies
- Types Of Internationalisation Strategies
- Types Of Co-Operation Strategies
- Stability Strategies And Classification
- Types Of Retrenchment Strategies

Section 6. Scanning The External Environment And Industry Analysis

- Marketing Environment
- Pest Analysis
- Swot Analysis

Section 7. Mckinsey'S 7S Framework

- 7S-Structure And System
- 7S-Soft Elements
- Marketing Warfare 1
- Marketing Warfare 2

Section 8. Mintzberg'S 5P'S

- Plan And Ploy
- Pattern,Position,Perspective

Section 9. Strategic Change Management

- Strategic Change Management 1
- Strategic Change Management 2

Section 10. Corporate Culture And Leadership

- Ethics And Leadership

1

Theories of Strategic Management

Section 5. Corporate Strategies

- Corporate Strategies
- Concentration Strategy
- Integration Strategies
- Diversification Strategies
- Types Of Diversification Strategies
- Types Of Internationalisation Strategies
- Types Of Co-Operation Strategies
- Stability Strategies And Classification
- Types Of Retrenchment Strategies

Section 6. Scanning The External Environment And Industry Analysis

- Marketing Environment
- Pest Analysis
- Swot Analysis

Section 7. Mckinsey'S 7S Framework

- 7S-Structure And System
- 7S-Soft Elements
- Marketing Warfare 1
- Marketing Warfare 2

Section 8. Mintzberg'S 5P'S

- Plan And Ploy
- Pattern,Position,Perspective

Section 9. Strategic Change Management

- Strategic Change Management 1
- Strategic Change Management 2

Section 10. Corporate Culture And Leadership

- Ethics And Leadership



Theories of Strategic Management

Section 11. Strategic Control Systems

- Control Process
- Strategic Control
- Operational Control Systems

Section 12. Conclusion To Strategic Management

- Conclusion To Strategic Management

- Ethics And Leadership

Section 1. SDLC and Business Analysis

- System Development Life Cycle
- Key Concepts in Business Analysis

Section 2. System Hierarchy

- System Hierarchy

Section 3. Elements and Types of Systems

- Types of Information Systems
- Elements of the System

Section 4. Introduction to System

- Characteristics of the System
- Definition of a System

Section 5. Types of Requirements

- Business Analysis Planning and High Level Task
- Planning A Business Analysis Approach
- Inputs and Elements of BA Approach
- Output - Plan BA Approach
- Stakeholder Analysis - Input - Output Diagram
- Techniques Stakeholder Analysis
- Plan BA Activities - Stakeholder

Section 6. Enterprise Analysis

- Enterprise Analysis
- Enterprise Analysis - Input Output Diagram
- Input and Output - Define Business Need
- Assess Capability Gaps
- Enterprise Architecture
- Determine Solution Approach
- Steps to Determine Solution Approach
- Define Business Case

Section 7. Information Gathering Tools

- Information Gathering Tools
- Output Information Gathering Phase
- Background Research
- Decide Whom to Interview
- Joint Application Design (JAD)
- JAD Participants
- JAD Participants - IT Representative
- Questionnaires
- Administering Questionnaires
- Sampling Method

Section 8. System Modelling

- System Modelling
- Context Model
- Context Diagram - Example
- Sequence Diagram
- Example - Sequence Diagram
- Object Model

Section 9. Feasibility Analysis

- Feasibility Analysis
- What is a Feasibility Study?
- Economic Feasibility
- Types of Benefits
- Schedule Feasibility

Section 10. System Design

- System Design
- Logical System Design
- Output Design - Objective
- Factors to Consider - Output Design
- IT Systems Audit
- IT Systems Example

Section 11. Requirements

Management and Communication

- Requirements Management and Communication
- Manage Solution Scope
- Manage Requirement Traceability
- Maintain Requirements for RE- Use
- Which Requirements Can BE Re - Used
- Prepare Requirements Package

Section 12. Requirement Analysis

- Requirement Analysis
- Elements - Requirement Prioritization
- Modeling Concepts for Business Analysis
- Define Assumptions and Constraints
- Validate Requirements

Section 13. Solution Assessment and Validation

- Solution Assessment and Validation
- Techniques for Assessing Solutions
- Assess Organizational Readiness
- Force Field Analysis
- Elements of Solution Validation

Section 14. Software Quality

- Software Quality
- Verification and Validation
- Types of Software Testing
- Usability Testing
- Software Maintenance
- Adaptive Maintenance
- Quality Assurance
- Levels of Quality Assurance

Section 15. Tools for structured analysis

- Tools for Structured Analysis
- Data Flow Diagram is Not Flow Chart
- Types of DFDs
- DFD Example - Coffee Shop
- Decision Tables

Section 1. Introduction

- Introduction

Section 2. Business Model Canvas

- Business Model Canvas - Customer Segments & Value Proposition
- Customer Distribution Channels, Customer Relationships and the Revenue Streams
- key resources, key activities and key partnerships and the cost structure
- Scientific validation process, preparation of the Business model canvas

Section 3. Multi Sided Platform

- Multi Sided Platform
- Multi Sided Platform Examples
- What is Google Business Model

Section 4. Bait & Hook Model

- Bait & Hook Model
- Freemium Model
- Product Pyramid Profit Model
- Long Tail, Unbundling Model
- Open Model
- Brand profits Model
- Direct Marketing Profit Model
- Installed Base Profit Model
- Local Leadership Model
- Speciality Product Profit Model
- Profit Multiplier Model
- History of the Corporation
- Product Service
- Process & Waterfall Development

Section 5. Customer Segments & Market Types

- Introduction to Customer Segments
- The types of markets
- Multi-Side Market
- Multi Customer Segments
- Customer Channel
- Customer Distribution Complexity
- Channel Economics
- Customer Relationship & Demand Capture
- Demand Creation Feed the Sales Funnel
- Companies that care about revenues
- What is a Partner
- The Four Critical Resources
- Bus
- Out Bounding

Section 1. Introduction to Advertising

- Basic Concepts of Marketing
- Integrated Marketing Communications and Tools
- Planning Process
- Case Studies

Section 2. Role of IMC in the marketing Process

- Marketing Strategy Analysis
- Target Marketing
- Market positioning and its strategies
- Marketing Program Development
- Distribution and Pricing Decisions
- Promotional Strategies

Section 3. Understanding the communication process

- Basic Communications Model
- Models of Consumer Response
- FCB Planning Model
- ELM Model

Section 4. Advertising Objectives

- Advertising Objectives Introductions
- Advertising Objectives Basics
- DAGMAR Model

Section 5. Structure of Advertising and promotions world

- Advertiser Ad agency
- Centralized and Decentralized agencies
- Functions of ad agencies
- Types of ad agencies
- Agency compensation and evaluation
- Specialized marketing agencies

Section 7. Advertising and Creative Strategy Execution

- Fundamentals of an AD Campaign
- Advertising Process
- Advertising Creativity
- Creative Risks
- Creativity Process
- Creative Strategy Development
- Approaches to Creativity

Section 8. Media Planning Strategy

- Basic media concepts
- Media planning steps
- Media planning process and strategies

Section 9. Various forms of media Basic media concepts

- Print Media Newspapers
- Newspaper Classifications
- Newspaper Advertising
- Newspaper and Ad Related Terms
- Magazines
- Print Media Today and Tomorrow
- Broadcast Media Television
- TV Industry Players in India
- Various forms of media Part 9
- Measuring TV audiences
- Radio Industry
- Radio Industry Pros and Cons
- Outdoor Media
- Transit Media

Section 10. Unconventional and Support media

- Sponsorship Merchandising Cinema Advertising
- Internet Advertising and Conclusion

Section 1. Introduction

- Introduction

Section 2. Brand Management An Introduction

- The Innovation Graph followed by companies
- Introduction to Brands
- Products and Brands
- Brand Building and Brand Pitfalls
- Brand Challenges and Customer loyalty Pyramid

Section 3. Creating a Brand

- Brand Elements
- Strategic Fit of Brand identity and Brand Image
- Different types of brands

Section 4. Organizational Culture for Successful Brand Management

- Brand Value delivery model
- Cultural examples in the real world
- Internal Branding
- Brand identity Prism

Section 5. Brand Equity Like Money in the Bank

- Brand Equity
- Brand Equity Pyramid
- Building Brand Equity elements and examples
- Further understanding of Brand Equity

Section 6. Measuring Brand Equity Report Card

- Methods of measuring brand equity
- Qualitative methods of Brand Equity
- Quantitative methods of Brand Equity

Section 7. Consumer Behavior and Brand Buying Decisions

- Consumer Buying Behaviour of Brands
- Individual and Environmental determinants affecting human behaviour
- Scope of Consumer Buying Behaviour
- Consumer buying decisions
- Segmentation types

Section 8.Brand Positioning

- Understanding Brand Positioning
- Positioning Strategies
- Positioning by price product class

Section 9. Branding and Marketing Program

- Introduction to the marketing mix
- Understanding Product mix
- Understanding Product mix and Product Assortment
- Process of Setting the Price
- Concept of Pricing in detail
- Types of Pricing

Section 10. Branding and Marketing Communication

- Marketing Communication
- Marketing communication and brand equity
- Marketing Communication process
- Promotional tools with examples
- Further light on Promotional tools with examples
- Integrated Marketing Communication Process
- Marketing communication and promotion

Section 11. EBranding Building Brand online

- EBranding and its meaning
- Advantages of EBranding
- Clarification on EBranding
- Examples on EBranding
- Summary of Online Branding

Section 12. Case Study on Aditya Birla Group Brands in a borderless world

- Significance of corporate logo
- Aditya Birla group
- Aditya Birla group Expansion Strategy
- Communication model at Aditya Birla group

Section 13. Branding Quiz

- Identify the Brand logos
- Famous Taglines
- The world of branding
- Brand Associations
- Brand Ambassadors

Section 14. Conclusion

- Conclusion

6

Effective Events Management Course

Section 1. Introduction

- General introduction

Section 2. Some Basic Concepts on Events

- 5C's of Event Designing
- Some event related concepts
- Importance of events

Section 3. Why Events?

- Events as a marketing tool
- Brand building and focus on target audience by events
- Brand building
- Implementing marketing plan through events
- Marketing Research, Relationship Building through events
- Problems of traditional media, Advantages of events

Section 4. Key Elements of Events

- Event Infrastructure & Target Audience
- Event Clients
- Event Organisers
- Event Venue
- Media in Events
- Example of event elements

Section 5. Understanding the Market

- Customers in the event market
- Segmentation of event market
- Targeting & Positioning of events
- Branding of events

Section 7. Concept of Product in events

- Event benefit levels and hierarchy
- Competitive events & Artistic expression events
- Artistic expression events
- Cultural events & Exhibition Events
- Exhibition events characteristics & Charitable events
- Special Business Events, Retail Events & Reach-Interaction Matrix
- Event Variations
- Risk Rated Events
- New developments in events

Section 8. Concept of Pricing in events

- Pricing decision
- Risk Rating & Pricing checklist for events
- Pricing checklist

Section 9. Concept of Promotion in events

- Promotion of events, Print media & Radio
- Television, Internet, Cable Network & Outdoor media
- Direct Mail, Sales Promotion, Audience Interaction, PR

Section 10. Event Management

- Introduction to Event Management
- Pre-Event Activities
- During the event, Post-event activities Event Planning
- Event Organising & Staffing
- Event Leading & Coordination and Event Controlling

Section 11. Strategic Market Planning

- Hierarchy Of Plans
- Strategic Market Planning Part 2
- Competitive Assessment
- Business Potential Assessment Matrix - Market Attractiveness
- Business Potential Assessment

Section 12. Strategic Alternatives for Growth

- Strategic Approach & Critical Success Factor Analysis
- SWOT based Strategy Matrix & Concepts v/s Competition Matrix
- Client/Concept Fit Matrix & PREP Model
- Risk v/s return Matrix & Forms of Revenue Generation
- Popularity-Share Matrix & Event Objectives & Strategies
- Implementation of strategic decisions

Section 13. Evaluation of Event Performance

- Basic Evaluation Process & Measuring Performance
- Critical Evaluation Points & Measuring Reach
- measuring event quality, Audience quality & Conclusion

7

Content Management System and Marketing

Section 1. Introduction

- Social Media Management Intro & Tools
- Content Management vs Social Media

Section 2. Types of Content

- Types Of Content Infographics
- Types Of Content Lists
- Types Of Content Animated GIF&s

Section 3. Content Management

- Content Management System

Section 4. Types Of Content

- Types Of Content Management System-Factors
- Types Of Content Management System

Section 5. Content Marketing- Objectives,Processes,People

- Content Marketing Objectives,Processes,People

Section 6.Social Media Content Plan

- Social Media Content Plan

Section 7.Content Marketing

Objectives,Processes,People

Section 8.Pillars of Content Marketing Strategy

- 5 Pillars of Content Marketing Strategy
- Content Marketing Framework Process & Channels
- Content Marketing Framework Audience
- Content Marketing Framework Storytelling
- Conversation Marketing & Video
- Content Marketing Example
- Audience Engagement



Content Management System and Marketing

Section 9. Content Marketing Tools

- Content Marketing Tools and SEO Analytics
- Content Marketing Tools Marketing Automation
- Content Marketing Tools Social Media
- Content Marketing Tools Webinar
- Content Marketing Tools Graphic creation

Section 10. Content Marketing Examples

- Content Marketing Examples

Section 1. Media Planning Strategy

- Basic media concepts
- Media planning steps
- Media planning process and strategies

Section 2. Various forms of media

- Print Media Newspapers
- Newspaper Classifications
- Newspaper Advertising
- Newspaper and Ad Related Terms
- Magazines
- Print Media Today and Tomorrow
- Broadcast Media Television
- TV Industry Players in India
- TV Industry Players in India Continues
- Various forms of media Part 9
- Measuring TV audiences
- Radio Industry
- Radio Industry Pros and Cons

Section 3. Unconventional and Support media

- Sponsorship Merchandising Cinema Advertising
- Internet Advertising and Conclusion



Frequently Asked Questions

Why should I do this Business analysis training course?

Because there's no better Business Analysis course you would find in the market. If you're willing to learn Business Analysis, your search ends here.

I'm a mid-level manager working in IT domain.
Can I do this business analysis course?

Yes, you can. If you want to grow in your organization or start your own business, or the help the organization to grow, then you shall definitely opt for this business analysis training course.

Can I access this business analysis course from anywhere?

business analysis course from anywhere & everywhere. Once you are registered for this Online Training Bundle, you will get your own login credentials which you can use to access the video materials and other contents from anywhere.



Customer Reviews

“

This business analysis certification course was much better for me to learn from personally, in that the complete course used sub-titles. Also, the structure was laid out in a simple and understandable way. What I mean by that is that it seemed to go together in a logical pattern rather than jumping around and attempting to cover a variety of information in the quickest time possible.

Shane McFarland

”

Very informative on the background of Business Analysis and the underlying systems and techniques to ensure the smooth and effective running of a business from an analytical point of view. Very well written and coherent. The examples portrayed by the lecturer was very important to explaining the theory.

Zite Nwosu

”

EDUCBA.com has absolutely awesome courses. I have taken few dozens of the Software Engineering courses and they are on par with the best training I ever got. I started studying at a university again in 2016. I studied Business Analysis at the level of BSc (Hons) and a Post Graduate Program in Management. EDUCBA.com courses were of same or higher quality than at the university.

K Gr



EDUCBA

Business Anaylsis Course

For Queries please contact:

Email : info@educba.com



www.educba.com