

PRACTICAL TRAINING IN SOFTWARE BUSINESS ANALYSIS



Organized by:

Cognitive Links

CONNECTING SPECTRUM OF IDEAS

Certified Professional Training in Software Business Analysis

20th & 21st Nov 2023 - Bangsar South, Kuala Lumpur

Fully 100% claimable course under
HRDC Levy

*T&C Applied



Certification provided by

Strategic Educational Partner



SEGi
COLLEGE
SUBANG JAYA

SOFTWARE BUSINESS ANALYSIS



SCAN TO CHAT



What is

SOFTWARE

BUSINESS

ANALYSIS

Discover techniques to align technology solutions with business goals, master precise software estimation, and apply design thinking for user-centric solutions. Learn to craft clear and actionable user stories, manage conflicting priorities, excel in executive-level communication, and foster effective collaboration. Elevate your proficiency in software business analysis for lasting impact.

About this course:

Software Business Analyst role plays a pivotal and indispensable role within organisations, acting as a crucial link between technology and business objectives. Its importance stems from the diverse array of contributions it brings to the table, ensuring that technology solutions not only meet technical specifications but also align seamlessly with overarching business goals.



Why you should attend this course

Attending a Software Business Analysis course is a strategic investment for anyone aiming to thrive at the intersection of technology and business. This comprehensive program offers diverse skills, advancing your career prospects. Through practical exercises, case studies, and interactive learning, participants will develop the skills to bridge the gap between business and technology, ensuring that IT solutions are aligned with organisational objectives. You'll gain the ability to translate complex problems into innovative solutions, enhancing efficiency and communication across teams.

With practical learning, networking opportunities, and insights into business strategies, this course equips you for future challenges, making you indispensable in a tech-driven job market while fostering personal growth and strategic impact.

Are you ready to embark on a transformative learning experience? Look no further than our comprehensive course, Software Business Analysis.

Who should attend this course

This course is ideal for working professionals who are looking for growth in their careers as Senior Business Analysts in IT or Business departments, consulting firms, or any roles that involve solving business problems using technology.



Prerequisites:

Participants must have desktops/ laptops with proper installations of MS Excel, Word, PowerPoint according to the level of the workshop and good internet connection.

Note: Any additional software installation instructions would be sent before the training program.

Why it is important to join Software Business Analysis and learn from Industry experts

01 Career Opportunities: Learning Software Business Analysis can open up diverse career opportunities. Business Analysts are needed in various industries, from finance to healthcare to e-commerce, making it a versatile skill set.

04 Change Management: Implementing new software often involves organizational changes. Business Analysts help manage this change by understanding how the new software will impact business processes and helping users adapt to the changes.

02 Bridge Between Business and IT: Business Analysts act as intermediaries between business stakeholders and technical teams. They understand the needs, goals, and processes of the business and translate them into functional requirements for IT teams to implement.

05 Problem Solving: Business analysis involves understanding complex problems within organizations and devising effective solutions. Learning business analysis equips you with techniques to identify root causes, analyze business processes, and propose improvements.

03 Requirement Elicitation and Documentation: Business Analysts specialize in gathering, analyzing, and documenting requirements. This skill is essential to ensure that the software being developed meets the actual needs of the business and its users.

06 User-Centered Design: Business Analysts focus on designing software that aligns with user needs and expectations. They help create user stories, user flows, and UI/UX requirements to ensure a positive user experience.

Trainer's Profile:

Makrand's extensive career has traversed the realms of both technology and business, resulting in a wealth of hands-on expertise as a Business Analyst and Product Owner. His journey has been fueled by a comprehensive range of experiences, serving as a driving force behind his professional growth. This diverse foundation equips him with a unique vantage point that significantly enriches his coaching, offering invaluable insights.



His involvement extends to the banking and technology sectors, actively contributing to Singapore's professional landscape since 2006. He has collaborated with esteemed global banks, undertaking prominent roles such as Director at Bank of Singapore, Product Owner at Standard Chartered Bank and BNP Paribas Bank, and Senior Business Analyst at Credit Suisse.

Over a span of more than two decades, Makrand's dedication has led to the attainment of various certifications. His accolades include designations like Certified Scrum Product Owner, Certified Product Management, Certified Business Analytics Professional, Certified Use Case Modelling, and Certified Managing Difficult Discussions. Additionally, he holds the esteemed title of Certified Salesforce Professional.

Makrand's coaching approach stands out due to his profound insights into the industry and hands-on experience. With a resolute focus on enhancing skills and adopting industry best practices, Makrand empowers aspiring professionals to thrive within their respective domains.

His academic journey includes graduating with Distinction in Computer Applications from the Institute of Technology & Management.

This is a Professional certification program and you will receive your certificate of completion from:



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Day One: 20th Nov 2023

Time	Key Learning Points	Engagement
08:00 am – 09:00 am	Registration and Welcome	Lecture Dialogue
09:00 am – 10:30 am	Driving Business Solution	Lecture Dialogue
	<ul style="list-style-type: none"> • Understanding Business problem • Identifying Business Challenges • Problem-Solving Frameworks • Innovation and Creativity • Technology and Digital Solutions • Data-Driven Decision Making 	
	Activity: Group discussion	Group Activity
10:30 am – 10:45 am - Morning Coffee Break		
10:45 am – 01:00 pm	Software Estimation Techniques	Lecture Dialogue
	<ul style="list-style-type: none"> • Importance of software estimation • Factors affecting software estimation • Types of software estimation • Story points estimation • Real-World estimation case studies 	
	Activity: Estimate for given Project	Group Activity
01:00 pm – 02:00 pm - Lunch		
02:00 pm – 03:30 pm	Design Thinking & User Journeys	Lecture Dialogue
	<ul style="list-style-type: none"> • Key principles of design thinking • User journey mapping • Identifying user personas • Problem definition and reframing • Empathetic research • Idea generation and brainstorming • Prototyping and Iteration • Testing and user feedback • Collaborative design workshops • Design thinking tools and techniques 	
	Activity: Integrating design thinking into business	Group Activity, Quiz
03:30 pm – 03:45 pm – Afternoon Tea Break		
03:45 pm – 05:15 pm	Writing Effective User Stories	Lecture Dialogue
	<ul style="list-style-type: none"> • Story splitting strategies • User story review and validation • User story pitfalls and challenges • User story best practices 	
	Activity: Group discussion	Group Activity
05:15 pm – 05:30 pm	Recap and Q&A	

Day Two: 21st Nov 2023

Time	Key Learning Points	Engagement
09:00 am – 10:30 am	<p>Recap of Day 1</p> <p>Managing business & IT priorities</p> <ul style="list-style-type: none"> • Introduction to business priority and technical Debt • Aligning priorities with strategic Goals • Prioritization frameworks (MoSCoW, Kano, WSJF) • Balancing short-term gains with long-term sustainability • Real-world examples of technical debt management <p>Managing technical debt</p> <p>Activity: Identify the technical debt from given assessment</p>	<p>Lecture Dialogue</p> <p>Group activity, Quiz</p>
10:30 am – 10:45 am - Morning Coffee Break		
10:45 am – 01:00 pm	<p>Executive-level communications</p> <ul style="list-style-type: none"> • Importance of effective executive communication • Data visualisation for executives • Cross-functional collaboration with executives 	<p>Lecture Dialogue</p> <p>Discussion</p>
01:00 pm – 02:00 pm – Lunch		
02:00 pm – 03:30 pm	<p>Stakeholder Communication and Management</p> <ul style="list-style-type: none"> • Stakeholder mapping and prioritisation • Communication planning for different stakeholders • Managing conflicts and resolving Issues • Feedback collection and incorporation <p>Activity: Group discussion</p>	<p>Lecture Dialogue</p> <p>Discussion</p> <p>Group Activity, Quiz</p>
03:30 pm – 03:45 pm – Afternoon Tea Break		
03:45 pm – 04:45 pm	<p>Cross-functional Collaboration Techniques</p> <ul style="list-style-type: none"> • Importance of diverse team collaboration • Team dynamics and roles • Effective communication strategies • Collaborative decision-making • Building trust among cross-functional teams • Handling conflict and challenges • Leveraging technology for collaboration <p>Activity: Discuss collaboration approach for given assessment</p>	<p>Lecture Dialogue</p> <p>Group Activity, Quiz</p>
04:45 pm – 05:30 pm	Recap and Q&A	

Your Experience is our Pride:

A Senior HR Executive - Sime Darby
★★★★★

The staff are very responsive and helpful. They guide us (employer) everywhere from giving information about the course offered to even HRDC application. Trainer they engaged is the subject matter expert. The facilitators are very friendly and always ready to help you on the ground. Keep it up!

👍 1

S Senior HR Executive - Vienna Home
★★★★★

Liaising and going through the training by Cognitive Links has been all in all a fruitful experience. They're very professional and easy to deal with, and we have had an excellent trainer (Ms. Preeti) who walked us through the mentioned training.

👍 1

Y AVP - Measat
★★★★★

Training with Cognitive Links was very helpful. The course syllabus was precise and trainer was very clear in her explanation. I was able to follow the course closely and learnt a lot. Will recommend this to those who are in search of such training.

👍 1

A Assistant Manager - Warisan TC Management Services
★★★★★

Excellent and valuable training! Thank you so much to Cognitive Links for organizing the HR Analytics Workshop!

👍 1

N HR Executive - OCBC
★★★★★

Joined a 2-day training managed by Cognitive Links and they have provided a great training through a great trainer with a great background!

👍 1

H Senior Executive - Sime Darby Plantation
★★★★★

Very insightful and well-explained training. I have been able to gain a lot from this training and will be sharing this with my colleagues at my workplace.

👍 1

C Senior Executive - Touch 'n Go
★★★★★

Attended HR Analytics for L&D for 2 days. Definitely have learnt a lot on Power BI. Trainer was able to explained and show detailed steps and was very well-versed. Recommended for anyone who would like to obtain new knowledge in hr analytics! Overall, I highly recommend Cognitive Links.

👍 1

At Cognitive Links Group, we believe that every event is an opportunity to make a difference. We strive to create events that are memorable and impactful and pride ourselves on creating immersive experiences that inspire attendees and leave a lasting impression.


Contact us today to learn more about how we can help you create an exceptional event that exceeds your expectations.




Some of our attendees were from:



Registration Form:

 **Bangsar South, Kuala Lumpur**

 **Workshop 1: 15th & 16th Nov (IT Business Analysis)**
Workshop 2: 20th & 21st Nov (Software Business Analysis)
Workshop 3: 22nd & 23rd Nov (Software Product Management)

Workshop 2: (Two Days)
Software Business Analysis

September Promotion
~~MYR 4,990~~ **MYR 4,690**

① Full Name: _____
IC Number: _____
Designation: _____
Email: _____
Mobile: _____
Food Preference / Allergies: _____

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Designation: _____
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Mobile: _____
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Company Name: _____
Full Address: _____

Post Code: _____ Country: _____

Payment Method: HRDC Levy Self Pay

Authorised Person

Full Name: _____
Designation: _____
Email: _____
Mobile: _____ Tel: _____

Signature or/and
Company Stamp:

Terms & Conditions

**Please note that the charges above are excluding government taxes.
6% SST charges will be applicable.**

Payment Terms:

Upon the completion and receipt of the contract, payment is required within 14 days of the issuance of the invoice.

Cancellation:

All bookings carry a 50% cancellation fee immediately after a signed contract has been received by Cognitive Links Group. Cancellation must be received in writing at least 30 days before the event. Cancellation request within 7 days prior to the event date will not be eligible for any refund.

Cognitive Links Group will not refund the Client in full if the event is cancelled or postponed due to circumstances outside of its control such as natural disaster, fire at the venue, terrorist attacks or the illness of invited guests. If, for any reason, Cognitive Links Group decides to cancel or postpone this event, Cognitive Links Group is not responsible for covering airfare, hotel, or other travel cost incurred by the Client.

Cognitive Links Group reserves the right to cancel or make changes to the content such as date and location of the event. In case of cancellation Cognitive Links Group will provide full refund or credit voucher within 30 days from the event date.

Data Protection Act:

Client confirms that it has requested and consented to Cognitive Links database to be used by Cognitive Links and all companies within the Cognitive Links Group ONLY.

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Upon receiving the signed registration form, the client hereby consents to Cognitive Links Group to keep your details for the use of future marketing activities carried out by Cognitive Links Group only. Client hereby agrees that this contract is valid, binding & enforceable; and client has no basis to claim any payment under this contract at any time are improper, disputed or unauthorized in anyway.

Please read more at <https://www.cognitive-links.com/privacy-policy> for any further questions, please feel free to drop us an email at info@cognitive-links.asia

We are also available on Whatsapp 018 6618 048 or office 03-7625 8547

NOTE: please note that this course is fully claimable under HRDC levy depending on your organization's available levy balance and HRDC approval. Please contact us if you have any inquiries or if you require assistance for claim submission.

Participants who complete the course successfully, will receive a certification from our strategic education partner, Segi College Subang Jaya.

Please contact us at 018-6618 048 (WhatsApp) or 03-7625 8547 (Office)

Learn about us on www.cognitive-links.com

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