



# مستقبل الأعمال: دورة تدريبية في تحليل الأعمال الرقمي



**AGILE LEADERS**  
Training Center

12 - 16 Jan 2027  
طوكيو

## مستقبل الأعمال: دورة تدريبية في تحليل الأعمال الرقمي

المرجع: 36366\_27193 التاريخ: 12 - 16 Jan 2027 الموقع: طوكيو الرسوم: 10000 Euro

### Course Overview

In today's fast-paced digital economy, mastering digital business analysis is essential for organizations striving for innovation and competitive advantage. This course bridges the gap between traditional business analysis and the demands of the digital era. By integrating digital transformation planning with advanced business analysis techniques, participants will explore innovative frameworks like business process optimization, SWOT analysis for digital businesses, and digital capability mapping. This immersive training highlights the critical role of data-driven decision-making, agile business analysis, and strategic business monitoring, empowering professionals to navigate complex business environments. From stakeholder collaboration techniques to technology-driven business solutions, this course equips participants with the skills to lead their organizations into the future.

### Target Audience

- Business analysts
- IT professionals transitioning to digital roles
- Project managers focusing on digital transformation planning
- Organizational strategists and decision-makers
- Team leaders enhancing stakeholder engagement strategies

### Targeted Organizational Departments

- IT and digital transformation teams
- Strategic planning and business development departments
- Operations management
- Marketing and customer relations teams
- Human resources focusing on change management strategies

### Targeted Industries

- Information technology
- Financial services and banking
- Healthcare and pharmaceuticals
- Retail and e-commerce
- Government and public sector

## Course Offerings

By the end of the course, participants will:

- Apply digital strategy analysis to real-world scenarios.
- Optimize processes using business process management tools.
- Develop actionable digital transformation planning strategies.
- Master risk analysis and management techniques.
- Implement effective agile vs. waterfall methodologies.
- Design and evaluate solutions using requirement elicitation best practices.

## Training Methodology

This course employs interactive and dynamic methods, blending case studies with group discussions to foster the practical application of concepts like business analysis in the digital era. Participants will use role-playing for stakeholder engagement strategies and solve real-world problems through SWOT analysis for digital businesses. Feedback and reflection sessions will ensure participants master strategic business monitoring and adopt a continuous learning in business analysis mindset.

## Course Toolbox

- Detailed workbooks on digital capability mapping
- Templates for SWOT analysis for digital businesses
- Pre-designed business model canvas techniques
- A curated library of case studies on innovation in digital businesses

## Course Agenda

### Day 1: Foundations of Digital Business Analysis

- Introduction to Digital Business Analysis Topic 1:
- Evolution of Business Analysis in the Digital Era Topic 2:
- Business Analysis Core Concept Model BACCM Topic 3:
- Digital Transformation and Business Strategy Alignment Topic 4:
- Key Competencies for Business Analysts Topic 5:
- Overview of Business Analysis Process Topic 6:
- Reflect on how traditional business analysis integrates into the digital era. Reflection & Review:

## Day 2: Strategic Context and Planning

- External Business Context: PEST and Porter's Five Forces Analysis Topic 1: •
- Internal Business Context: Organizational Strategy and Culture Topic 2: •
- SWOT Analysis for Digital Businesses Topic 3: •
- Business Model Canvas Techniques for Digitalization Topic 4: •
- Strategic Portfolio Management for Digital Projects Topic 5: •
- Planning Business Analysis Governance Topic 6: •
- Review strategic planning techniques and their application in real-world scenarios. Reflection & Review: •

## Day 3: Methods and Techniques for Collaboration

- Stakeholder Identification and Engagement Strategies Topic 1: •
- Elicitation Techniques: Workshops, Interviews, and Document Analysis Topic 2: •
- Agile vs. Waterfall Methodologies in Business Analysis Topic 3: •
- Digital Collaboration methods for Business Analysts Topic 4: •
- Managing Changes and Prioritization Topic 5: •
- Developing a Communication Plan for Business Analysis Projects Topic 6: •
- Discuss challenges and best practices in stakeholder collaboration. Reflection & Review: •

## Day 4: Digital Process Design and Evaluation

- Business Process Optimization: Techniques and Applications Topic 1: •
- Designing Digital Solutions Using BPMN Business Process Model and Notation Topic 2: •
- Risk Analysis and Management in Digital Business Topic 3: •
- Defining Key Performance Indicators KPIs for Digital Projects Topic 4: •
- Solution Evaluation Methods for Digital Transformation Topic 5: •
- Assessing Feasibility and Total Cost of Ownership TCO Topic 6: •
- Evaluate digital processes and solutions through interactive case studies. Reflection & Review: •

## Day 5: Future-Oriented Analysis and Innovation

- Future State Analysis and Roadmaps for Digital Transformation Topic 1: •
- Leveraging Data-Driven Decision-Making in Business Analysis Topic 2: •
- Technology-Driven Business Solutions for Innovation Topic 3: •
- Change Management Strategies for Digital Projects Topic 4: •
- Continuous Learning and Adaptation in Business Analysis Topic 5: •
- Building Digital Capability Maps for Competitive Advantage Topic 6: •
- Discuss the course's impact on participants' roles and strategies for continuous growth. Reflection & Review: •

## How This Course is Different

The course stands out by providing an integrative approach that connects advanced business analysis techniques with the demands of digitalization in business. Unlike traditional courses, this program combines strategic business -monitoring with hands-on exercises in business model canvas techniques and digital capability mapping. Real world case studies and simulations ensure participants gain practical expertise. This course emphasizes not only theory but also actionable skills in data-driven decision-making and agile business analysis, making it a unique, future-focused training experience.

## فئات الدورات التدريبية

|                                                    |                                                     |
|----------------------------------------------------|-----------------------------------------------------|
| الدورات التدريبية في مجال البيئة والاستدامة        | دورات إدارة الجودة وتطوير العمليات                  |
| دورات إدارة و تحليل البيانات ودورات علم البيانات   | دورات إدارة و تطوير الموارد البشرية                 |
| دورات الذهن السيرياني ودورات تقنية المعلومات       | دورات الاتصال الجماهيري و السياسات والعلاقات العامة |
| دورات التدريب القانوني والهشتريات والتعاقدات       | دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات |
| دورات الحوكمة وإدارة المخاطر والامتثال             | دورات السكرتارية و إدارة المكاتب                    |
| دورات الصحة والسلامة والذهن المهني                 | دورات الصيانة ودورات المجالات الهندسية المتنوعة     |
| دورات المحاسبة و التهويل و دورات الإدارة المالية   | دورات المهارات الشخصية وتطوير الذات                 |
| دورات في مجالات القيادة والإدارة                   | دورات معتمدة من قبل هيئات دولية                     |
| دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية |                                                     |



## معدن التدريب

|                                      |                                         |                                    |
|--------------------------------------|-----------------------------------------|------------------------------------|
| أكرا<br>غانا                         | أثينا<br>اليونان                        | أبوظبي<br>الإمارات العربية المتحدة |
| الجبيل<br>المملكة العربية السعودية   | استنبول<br>تركيا                        | أهستردام<br>هولندا                 |
| الرياض<br>المملكة العربية السعودية   | الدوحة<br>قطر                           | الدار البيضاء<br>المغرب            |
| المنامة<br>مملكة البحرين             | الكويت<br>الكويت                        | القاهرة<br>مصر                     |
| بانكوك<br>تايلند                     | باكو<br>أذربيجان                        | باريس<br>فرنسا                     |
| برلين<br>ألمانيا                     | برشلونة<br>إسبانيا                      | براغ<br>جمهورية التشيك             |
| تيليسي<br>جورجيا                     | بوكيت<br>تايلاند                        | بورتو<br>البرتغال                  |
| جنيف<br>سويسرا                       | جاكارتا<br>جمهورية إندونيسيا            | تورنتو<br>كندا                     |
| روما<br>إيطاليا                      | حلي<br>الإمارات العربية المتحدة         | جوهانسبرغ<br>جنوب أفريقيا          |
| سنغافورة<br>سنغافورة                 | سان دييغو<br>الولايات المتحدة الأمريكية | زنجان<br>تنزانيا                   |
| شيكاغو<br>الولايات المتحدة الأمريكية | شرم الشيخ<br>مصر                        | سيول<br>كوريا الجنوبية             |
| طوكيو<br>اليابان                     | طشقند<br>أوزبكستان                      | طرابزون<br>تركيا                   |
| فرانكفورت<br>ألمانيا                 | عن بعد<br>منصة زووم                     | عمان<br>المملكة الأردنية الهاشمية  |



## مدن التدريب

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|--------------------------|---------------------------------------|--------------------|
| كيب تاون<br>جنوب افريقيا | كوالالمبور<br>ماليزيا                 | فيينا<br>النمسا    |
| لندن<br>المملكة المتحدة  | لشبونة<br>البرتغال                    | لانكاوي<br>ماليزيا |
| مسقط<br>سلطنة عمان       | هدريد<br>اسبانيا                      | ماربيا<br>اسبانيا  |
| ميونخ<br>ألمانيا         | ميلان<br>إيطاليا                      | مونترو<br>سويسرا   |
|                          | نيويورك<br>الولايات المتحدة الأمريكية | نيروبي<br>كينيا    |