



### BCS COMMERCIAL AWARENESS

Commercial Awareness is a Foundation Certificate from the BCS Professional Certifications portfolio (formerly ISEB Certifications). It is also one of an integrated set of courses leading to the widely respected Higher Certificate - the BCS Diploma in Business Analysis.

Commercial Awareness is a KNOWLEDGE based specialist module of the BCS Business Analysis Diploma.

## COMMERCIAL AWARENESS

This course considers the work of the business analyst in a business change project and the aspects of the organisation that may impact the Business Analyst's role. It considers organisational financial management and the business case for change, including Investment Appraisal and Evaluation of a Financial Case. It examines the organisation's internal and external structures, addressing the principles of organisation structure and behaviour and explores changing organisational boundaries, including different operating models.

### Course Objectives

*This course will enable delegates to:*

- Evaluate a financial case, understand costing, pricing and business performance ratios
- Understand cash flow forecasting, budgeting and interpret financial accounting documents
- Use Porter's Five Forces, Value Chains, the BCG Matrix and Balanced Scorecard
- Explain the different management structures and organisational architectures
- Define the elements of cultural analysis approaches
- Prepare for the BCS Certificate in Commercial Awareness

### Who Should Attend

*Those who are likely to become involved in business analysis and require a level of understanding of the business context within which they have to operate, including:*

- Business Analysts and Systems Analysts
- Business Managers
- Developers
- Project Managers and Team Leaders
- Quality Assurance and Quality Control Managers

**Course Duration:** 2 days

**Course Code:** CA

### Detailed Course Content

#### *The Business Case for Change*

Investment Appraisal  
Evaluating a Financial Case  
Discounted Cash Flow / Net Present Value  
Internal Rate of Return

#### *Budgeting, Costing and Pricing*

Cash flow forecasting and management  
Fixed and variable costs / direct and indirect costs  
Break even and Contribution Analysis  
Budgeting and management ratios

#### *Financial Reporting and Analysis*

Balance Sheet  
Income and Expenditure / Profit and Loss  
Cash Flow Statement  
Financial Ratios: profitability; liquidity; gearing

#### *Market Analysis and Competitive Advantage*

External and internal analysis techniques  
Organisational behaviour and culture  
Organisational effectiveness  
The Balanced Scorecard

*(continued overleaf)*

### Pre-requisites, evening study and examinations

There are no pre-requisites for the course. Some evening work is required. Delegates sit a one-hour multiple choice examination at the end of the course. Successful candidates are awarded the BCS Certificate in Commercial Awareness.



### Detailed Course Content (continued)

#### Organisational Behaviour and Culture

International cultures  
Groups and group dynamics  
Social networks and the Cultural Web

#### Principles of Organisational Structure

Organisation structures and their characteristics  
The Six Structure Levels, The Leavitt Diamond  
The principles of management  
Line, staff and functional relationships  
Formalisation of rules and procedures

Operating models  
Organisational boundaries, outsourcing, offshoring

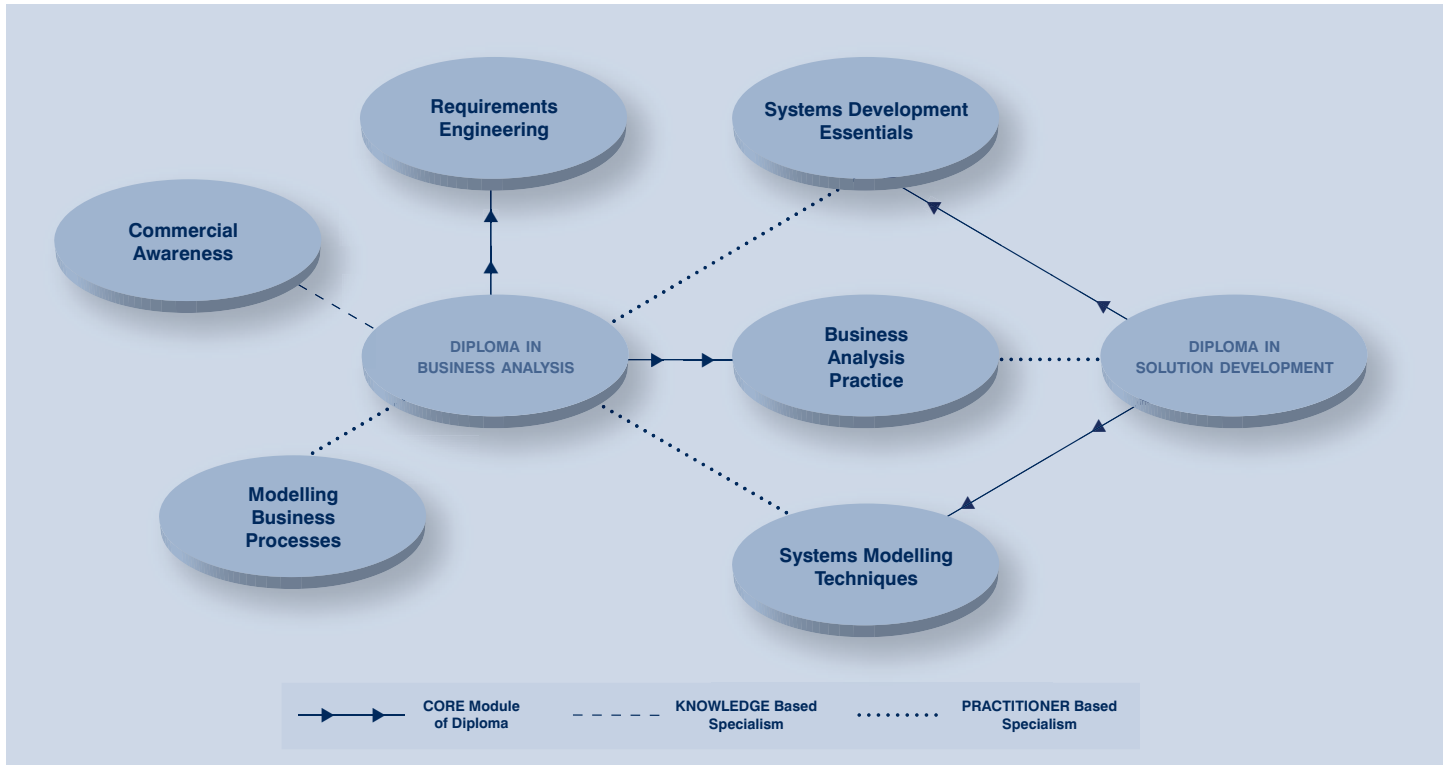
### More Information

If you would like to discuss anything further, please email us at [contact@tcc-net.com](mailto:contact@tcc-net.com)

For upcoming dates on our public schedule and prices, please visit our website at [www.tcc-net.com](http://www.tcc-net.com)

If you have four or more people to train and would like this course run in-house, please **call us** for further details.

### Related TCC Training Courses



CA205