

# ENTRY CERTIFICATE IN BUSINESS ANALYSIS (IIBA® - ECBA®)

## **COURSE OVERVIEW**

The Entry Certificate in Business Analysis (ECBA®) course provides foundational knowledge essential for aspiring business analysts. Fully aligned with the 2025 IIBA® standards, this course equips participants with practical, job-ready skills through scenario-based learning, reflecting real-world business analysis responsibilities. It prepares candidates to confidently pass the ECBA® exam by covering core concepts from the Business Analysis Standard and the BABOK® Guide.

## **TARGET COMPETENCIES**

- Foundational understanding of Business Analysis principles
- Application of Business Analysis Core Concept Model (BACCM)
- Practical Techniques Application
- Underlying competencies Development
- Scenario-based problem-solving and analytical thinking

## **COURSE OBJECTIVES**

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

- Understand the foundational principles of business analysis
- Apply business analysis techniques and concepts in real-world contexts
- Master the structure and expectations of the updated ECBA® exam blueprint
- Build the mindset and competencies required for business analysis success
- Prepare effectively for the ECBA® certification exam using structured materials

## **TARGET AUDIENCE**

This course is designed for:

- Aspiring business analysts
- Junior and entry-level professionals seeking ECBA® certification
- Career changers exploring business analysis roles
- Professionals in project roles wanting foundational BA knowledge

# **COURSE METHODOLOGY**

The course uses an interactive approach that includes real-world instructor-led sessions, team workshops, practice quizzes, BABOK® Guide walkthroughs, and self-study support through the IIBA® KnowledgeHub.

## **COURSE OUTLINE**

### **UNDERSTANDING BUSINESS ANALYSIS (20%)**

- Define business analysis and describe its role in enabling change
- Understand key business analysis activities across various contexts
- Explain the six Business Analysis Core Concept Model (BACCM) elements
- Illustrate how business analysis contributes to value realization

### **MINDSET FOR EFFECTIVE BUSINESS ANALYSIS (14%)**

- Explore the impact of mindset on effectiveness
- Identify core values that support analysis work
- Apply key principles of business analysis to real scenarios
- Recognize when to apply foundational competencies

### **IMPLEMENTING BUSINESS ANALYSIS (6%)**

- Identify roles that perform business analysis and their contextual differences
- Compare and select business analysis approaches based on situation
- Understand organizational considerations and their influence
- Differentiate between requirements and designs in BA work

### **CHANGE DOMAIN (10%)**

- Recognize how organizational and stakeholder factors influence change
- Evaluate impacts using structured processes and systems
- Support progress tracking and adaptation under guidance
- Suggest improvements within clear guidelines

### **NEED DOMAIN (10%)**

- Use basic elicitation techniques to gather information
- Build rapport and collaborate with stakeholders to validate needs
- Compare stakeholder needs with outcomes and resolve conflicts
- Support prioritization of needs based on business value and urgency

### **SOLUTION DOMAIN (10%)**

- Explain the basics of solution validation
- Evaluate solution options considering feasibility and risks
- Support definition of project scope and planning of implementation activities
- Assist in updating and maintaining design documentation

### **STAKEHOLDER DOMAIN (10%)**

- Tailor communication methods for stakeholder engagement
- Identify stakeholder roles, interests, and analyze their impact
- Facilitate collaboration and stakeholder feedback
- Understand stakeholder motivations and concerns

### **VALUE DOMAIN (10%)**

- Confirm alignment of desired outcomes with business objectives
- Identify value opportunities and address delivery barriers
- Describe how solutions contribute to goals
- Define key performance indicators (KPIs) to measure value

### **CONTEXT DOMAIN (10%)**

- Validate quality and relevance of information in context
- Adapt plans to accommodate known constraints
- Support analysis of technology trends and integration
- Apply relevant industry standards and frameworks

### **TECHNIQUES AND COMPETENCIES DEEP DIVE + PRACTICE TESTS**

- Explore 20 BABOK techniques and their applications
- Understand 29 underlying competencies with practical examples
- Engage in mock exams aligned to 2025 ECBA structure
- Analyze sample questions and apply scenario-based thinking

To register or for complete course information

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