

# Entry Certificate in Business Analysis™ (ECBA)

## Duration: 5 Days

## Course Description:

The Entry Certificate in Business Analysis™ (ECBA™) course is a foundational program designed for individuals seeking to break into the field of business analysis. It covers the fundamental aspects of business analysis as outlined in the Business Analysis Body of Knowledge® (BABOK® Guide), ensuring that learners grasp the core principles and practices essential to the role of a business analyst.

Participants learn techniques and concepts such as requirements management, elicitation, analysis, and solution evaluation. Gaining an ECBA certification demonstrates commitment to the field and equips professionals with the skills to contribute to business analysis projects. The certification is widely recognized and can open doors to new opportunities and career growth.

## Target Audience:

The ECBA course is designed for aspiring professionals seeking foundational business analysis skills, including:

- Individuals entering the field of business analysis
- Junior Business Analysts
- Professionals transitioning from non-BA roles
- Project Coordinators and Managers
- QA professionals
- Product Managers
- Change Management consultants
- Recent graduates
- IT professionals expanding into business analysis
- Entrepreneurs and startup founders
- Business consultants
- Team leaders working with business analysts
- Stakeholders and end-users in software development or business change projects
- Administrative and support staff in project management or BA offices

## Prerequisites:

To successfully undertake training in the Entry Certificate in Business Analysis™ (ECBA™) course, the following prerequisites are recommended:

- Basic understanding of business principles: Familiarity with how businesses operate, including the basics of business processes, organizational structure, and functional areas.

- Fundamental analytical skills: Ability to think critically and analyze information. While advanced analytical skills are not required, a foundational level is beneficial for understanding business analysis concepts.
- Communication and interaction skills: Basic proficiency in both written and verbal communication, as well as the ability to engage effectively with others.
- Interest in problem-solving: A natural curiosity and desire to understand problems, explore solutions, and make improvements.
- Computer literacy: Familiarity with using computers and standard office productivity software to create and manage documents, spreadsheets, and presentations.
- No formal education or experience in business analysis is required: The ECBA™ course is designed for entry-level and aspiring professionals, so prior experience in business analysis is not necessary.
- Willingness to learn: A commitment to engage with the course material and participate actively in learning exercises.

## Course Objectives:

- Understand the purpose and structure of the BABOK® Guide and its relevance to business analysis.
- Define the role and competencies of a Business Analyst in various contexts.
- Grasp the Business Analysis Core Concept Model (BACCM) and its application to business analysis work.
- Develop skills in planning and monitoring business analysis activities, including stakeholder engagement and governance.
- Learn techniques for elicitation and collaboration to accurately gather and confirm business requirements.
- Manage and maintain requirements through their lifecycle, ensuring traceability, prioritization, and approval processes.
- Analyze current state, define future state, assess risks, and develop a change strategy to guide organizational transformation.
- Master the processes involved in requirements analysis and design definition to create viable solutions.
- Evaluate the performance of solutions, identify limitations, and recommend enhancements to maximize value.
- Enhance underlying competencies such as analytical thinking, communication skills, and understanding of business knowledge and tools.

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## COURSE OUTLINE

### Course Outlines:

#### Day 1: Foundations & Mindset

##### Domain 1: Understanding Business Analysis

- Define business analysis and its role in enabling change
- Explore the 6 BACCM core concepts
- Understand value delivery and business outcomes

##### Domain 2: Mindset for Effective Business Analysis

- Analyse how mindset and shared values drive impactful BA
- Self-assessment and strategies for adopting high-impact behaviours
- Case Study: StreamlineNow – Enhancing Internal Operations

#### Day 2: Implementing BA & Change Management

##### Domain 3: Implementing Business Analysis

- Overview of BA practices, governance, performance measurement
- Tools and techniques for planning and monitoring BA work

##### Domain 4: Change

- Assess change implications and stakeholder impacts
- Define change objectives using BACCM lenses
- Case Study: BrightMart – Transitioning to a Cloud-Based Inventory System

#### Day 3: Defining Needs & Solutions

##### Domain 5: Need

- Analyse current and future state needs
- Validate and model requirements for stakeholder alignment

##### Domain 6: Solution

- Define solution scope and options
- Consider value and feasibility, validate solution against need
- Case Study: MedSys – Reducing Patient Intake Delays

#### Day 4: Stakeholders, Value & Context

##### Domain 7: Stakeholder

- Identify and analyse stakeholder roles and communication strategies
- Apply BACCM to stakeholder influence

##### Domain 8: Value

- Define value in context, measures vs. outcomes
- Techniques like cost-benefit, ROI aligned to value

##### Domain 9: Context

- Examine organizational, technical, cultural, and domain contexts
- Case Study: LearnPro – Launching a Microlearning Platform

#### Day 5: Exam Prep & Mock Testing

##### Exam Strategy & Question Types

- 50-question layout, 75-minute timing
- Scenario vs. multiple-choice questions
- Time management and analytical reasoning

##### Domain Review & Technique Toolbox

- Recap of all nine domains
- Key techniques: SWOT, MOSCOW, stakeholder mapping, process modelling, business rules, use cases, user stories

##### Mock Exam + Debrief

- Full-length 50-question mock exam
- Detailed review, answer rationale, and improvement areas

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