

# BUSINESS ANALYSIS CERTIFICATE

## Aligning Business Needs with the Best Solution



**FALL 2019**

### FOUNDATIONS OF BUSINESS ANALYSIS

*How to Deliver Strategic Value  
via Mission-Critical Projects*  
September 24-25, 2019

### ELICITING & DOCUMENTING REQUIREMENTS

*Collaborating to Capture  
True Business Needs*  
October 15-16, 2019

### REQUIREMENTS ANALYSIS & DESIGN DEFINITION

*Converting Business Needs into Solutions*  
November 5-6, 2019

### SOLUTION DEPLOYMENT & EVALUATION

*Delivering Business Value*  
December 5-6, 2019

### WHAT I FOUND MOST BENEFICIAL:

- "New techniques and tools to use"*  
– Production Support Specialist, Westfield Group
- "New skills all the way around"*  
– Solutions Analyst Associate , JOANN Fabrics

# BUSINESS ANALYSIS CERTIFICATE

Aligning Business Needs with the Best Solution

**IN THE INFORMATION TECHNOLOGY PROFESSION, DEMAND CONTINUES TO GROW FOR SKILLED BUSINESS ANALYSTS. WHY? THE BUSINESS ANALYST PLAYS A CRITICAL ROLE IN ASSURING AN ORGANIZATION'S SIGNIFICANT IT INVESTMENTS DELIVER MEANINGFUL AND LASTING BUSINESS VALUE.**

The job of a Business Analyst is not easy. As Michael Hugos wrote in *Computerworld*: “These are some of the hardest skills to master in the whole IT profession; and companies need good business analysts now more than ever if they are going to thrive in our fast-changing global economy.”

Business Analysts work as liaisons among stakeholders to elicit, analyze, communicate, and validate requirements for changes to business processes, policies, and information systems. They bridge the gap – translating between business needs and IT – and understand the organization, the users and IT. Business Analysts must have a broad range of business, technical, and interpersonal skills.

## KEY TOPICS

- Understanding and defining the organizational need
- Gathering the information needed to clearly define requirements
- Analyzing, verifying, and validating requirements
- Creating the framework for successful solutions
- Laying the foundation for solution implementation and evaluation

To help you and your organization gain the benefits of business analysis, Baldwin Wallace University has developed a four-course Business Analysis Certificate Program.

The objectives of the series are to:

- Show how sound business analysis practices help deliver business value
- Help participants improve their business analysis capabilities
- Acquire new skills, tools, and techniques to improve planning, elicitation, collaboration, documentations, and successful implementation of solutions

## CERTIFICATE REQUIREMENTS:

You may take any course individually or enroll in the four-course certificate. All courses must be completed within 18 months. Enrollment in all four courses is required to receive discount, but transfers and substitutions can be made at any time by calling 440.826.2253. Most courses are offered twice a year. Seminar fees can be as low as \$998 if taken as part of the certificate.

## ON-SITE TRAINING AND COACHING

These seminars can be conducted at your company...using your data and processes...applied to your mission critical projects. It's not only possible, it's cost-effective. Call Connie King at 440.826.3821 to discuss how you can multiply the benefits and save money by bringing these seminars on-site. Ask about our complete curriculum.



## FOUR-COURSE BUSINESS ANALYSIS CERTIFICATE

### FOUNDATIONS OF BUSINESS ANALYSIS\*

*How to Deliver Strategic Value via Mission-Critical Projects*

September 24-25, 2019  
**\$998 - \$1,195 / 12 PDU**

#### PROGRAM HIGHLIGHTS:

- Apply strategy and organizational tools to define the business need
- Understand and apply IIBA Knowledge Areas and Business Analysis Core Concepts Model
- Create a business case
- Identify and analyze stakeholders
- Create a roadmap for BA activities and outcomes

#### COURSE OUTLINE

- Overview and Framework
- Project Selection
- Stakeholder Management
- BA Planning

*\*Formerly known as Business Analysis Success 3.0*

### ELICITING & DOCUMENTING REQUIREMENTS

*Collaborating to Capture True Business Needs*

October 15-16, 2019  
**\$998 - \$1,195 / 12 PDU**

#### PROGRAM HIGHLIGHTS:

- Practice new tools and techniques that will strengthen elicitation and collaboration results
- Develop a framework for improved stakeholder collaboration
- Maintain stakeholder engagement and commitment throughout requirements elicitation and documentation
- Identify and create use cases and user stories
- Write good requirements

#### COURSE OUTLINE

- Good Requirements
- Elicitation and Collaboration
- Techniques
- Writing Requirements

### ANALYSIS & DESIGN DEFINITION

*Converting Business Needs into Solutions*

November 5-6, 2019  
**\$998 - \$1,195 / 12 PDU**

#### PROGRAM HIGHLIGHTS:

- Help evaluate requirements for completeness, correctness, and alignment with business needs
- Create models that improve communication of business need and potential solutions
- Manage requirements throughout the life cycle
- Identify solutions which fulfill the business needs

#### COURSE OUTLINE

- Elaborating the Requirements
- Getting the Right Requirements Right
- Solution Design
- Managing BA Deliverables

### SOLUTION DEPLOYMENT & EVALUATION

*Delivering Business Value*

December 5-6, 2019  
**\$998 - \$1,195 / 12 PDU**

#### PROGRAM HIGHLIGHTS:

- Trace value from inception to fulfillment
- Set the stage for a successful solution implementation
- Assess the organization's readiness for change
- Identify barriers to realizing the full return on investment
- Identify business-driven performance measures

#### COURSE OUTLINE

- Confirming the Solution
- Solution Implementation
- Performance Evaluation
- Value Delivery Optimization

*All courses qualify for PDU, CPU, CEU credits, and CDU units.*

**Visit [www.bw.edu/cpd](http://www.bw.edu/cpd) for extended course descriptions**

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## SOME OF THE ORGANIZATIONS WE TRAIN:

A. Schulman Inc.	Ferro Corporation
Air Mall USA	First American
Allstate Insurance Co.	Fraport USA, Inc.
American Red Cross	Fujitsu North America
Baldwin Wallace University	Goodyear Tire & Rubber Company
Bendix	Invacare Corporation
Commercial Vehicle Systems	Jackson National Life
Case Western Reserve University	KeyBank National Association
CFNA Bridgestone Firestone	Lean Projects Group
Champion Optical Network Engineering	Medical Mutual of Ohio
City of Kent Health Department	MTD Products, Inc.
Cleveland Clinic Foundation	Nestle USA
Cuyahoga County	Northeast Ohio Regional Sewer District (NEORS D)
DB Consulting Group, Inc.	PNC Bank
DMS Systems	Revere Plastics Systems, LLC.
Eaton Corporation	Samsung Electronics America
EnvisionRxOptions	
Ernst & Young	
Federal Credit Union	

Shiloh Industries Inc  
Sirva Relocation  
Socius Software Answers  
Summit Racing Equipment  
Swagelok Manufacturing  
Company  
The Sherwin-Williams  
Company  
Travel Centers Of America  
TRW Inc  
Vitamix Corp  
Warren Rupp Inc.  
Westfield Bank  
Westfield Insurance  
Company

## WHAT I FOUND MOST BENEFICIAL:

*"The working sessions"*  
– **IT Business Analyst,  
Sherwin Williams**

*"The workshops were easily  
relatable to the material and  
all could participate"*

– **Time Analyst, Nestle**

*"Great instructor"*

– **Service Analyst II,  
BW Advancement Services**



## TARGET AUDIENCE:

The Business Analysis Certificate courses are designed for the business analyst, systems analyst, requirements manager, analyst or engineer, project or program manager, team leader, development manager, requirements manager or engineer, management consultant, and IT specialist.

## SEMINAR LOCATION:

Baldwin Wallace University  
Center for Innovation & Growth  
340 Front Street  
Berea, Ohio

**TIME:** 9:00 a.m. to 4 p.m.

## COURSE FEES:

**Early Bird Discount:** \$1,075 per seminar if paid at least 30 business days prior to the seminar date (\$1,195 afterwards).

**Certificate Rate:** \$3,995 for 4 courses.

All courses may be taken individually.

Course fees include program materials and lunches daily.

## PROGRAM DISCOUNTS:

**15% Discount** when you register for all of the courses within a Certificate Program.

**20% Discount** for Baldwin Wallace University current students, or degreed alumni. Please mention eligible discount when registering.

## REGISTRATION INFORMATION:

**Phone:** 440.826.2253

**Online:** [www.bw.edu/cpd](http://www.bw.edu/cpd)

**Location:** Courses will be held at the Baldwin Wallace University campus, Center for Innovation & Growth, in Berea.

## MAILING ADDRESS:

Baldwin Wallace Professional Development  
275 Eastland Road  
Berea, OH 44017