Welcome to the webinar…
We will begin shortly

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For Demonstration Purposes

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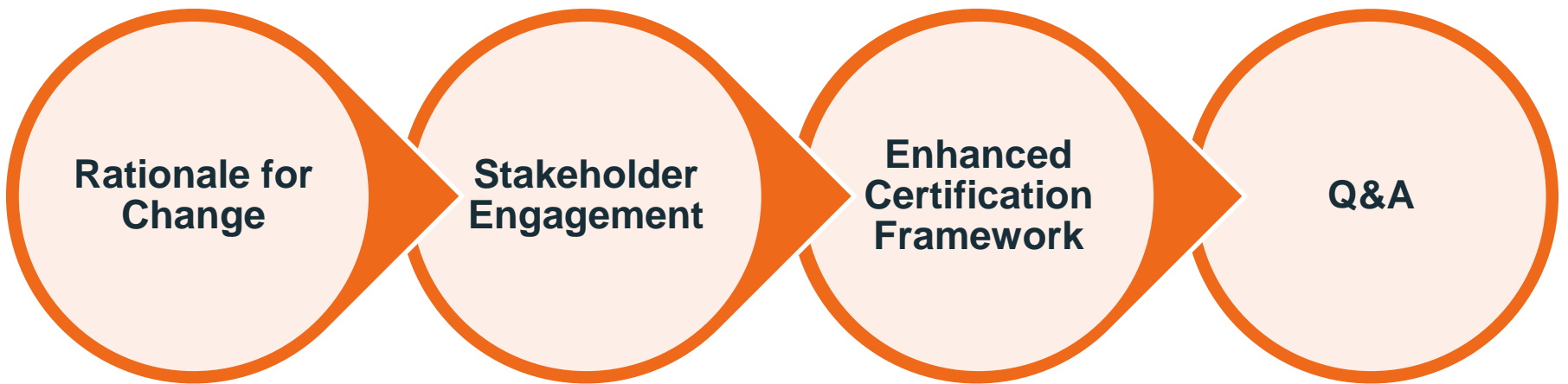
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Gain Insight

IIBA Enhanced Certification

July 2016
Certification and Recognition

IIBA International Institute of Business Analysis™

Connect.
Collaborate.
Unite.

Agenda

Rationale for Change → **Stakeholder Engagement** → **Enhanced Certification Framework** → **Q&A**

Understanding Global Perspective

Rationale for Change - Today's World

Competitive pressures Complexity

Globalization Information-overload

Innovation

Uncertainty

Government regulations

New business models **Diversity**

Strategic thinking **Technology**

Stakeholder Engagement

Stakeholder Engagement	
Timing	Oct 2015 – Jul 2016
Stakeholders Engaged	• F2F workshops and various virtual focus group meetings • Represented by EEPs, Chapter Leaders, Corporate Members, CBAP/CCBA recipients
Deliverables	• 4 Level Certification Framework • Competencies and Proficiencies • Item writing • Item review • Exam form review
Countries Represented	Australia, Austria, Brazil, Brussels, Bulgaria, Canada, Egypt, England, Greece, India, Ireland, Italy, Malaysia, Netherlands, New Zealand, Nigeria, Philippines, Portugal, Republic of Moldova, Romania, Sao Paulo, Saudi Arabia, Singapore, South Africa, Sweden, Switzerland, Taiwan, UAE, UK, Ukraine, US
Volunteers Engaged	341

Certification Framework – Key Principles

Provide support for complete career progression

Map competency-based learning objectives to support career progression

Develop a flexible certification framework that allows alignment with others

Maintain the CBAP® as the recognized global gold standard for practitioners

Leverage the "voice of the customer" to help us develop effective and efficient processes

Engage our Community every step of the way to help us redesign our Certification Program

New Certification Branding

Input and Insight

- Valuable input from the community during Stakeholder Focus Groups

- Discussions included:
  - New names vs CBAP for all four levels with numbered differential

- Overwhelming support for
  - Different names for each distinct level
  - CBAP must maintain its position as the industry leading certification for BA Professionals
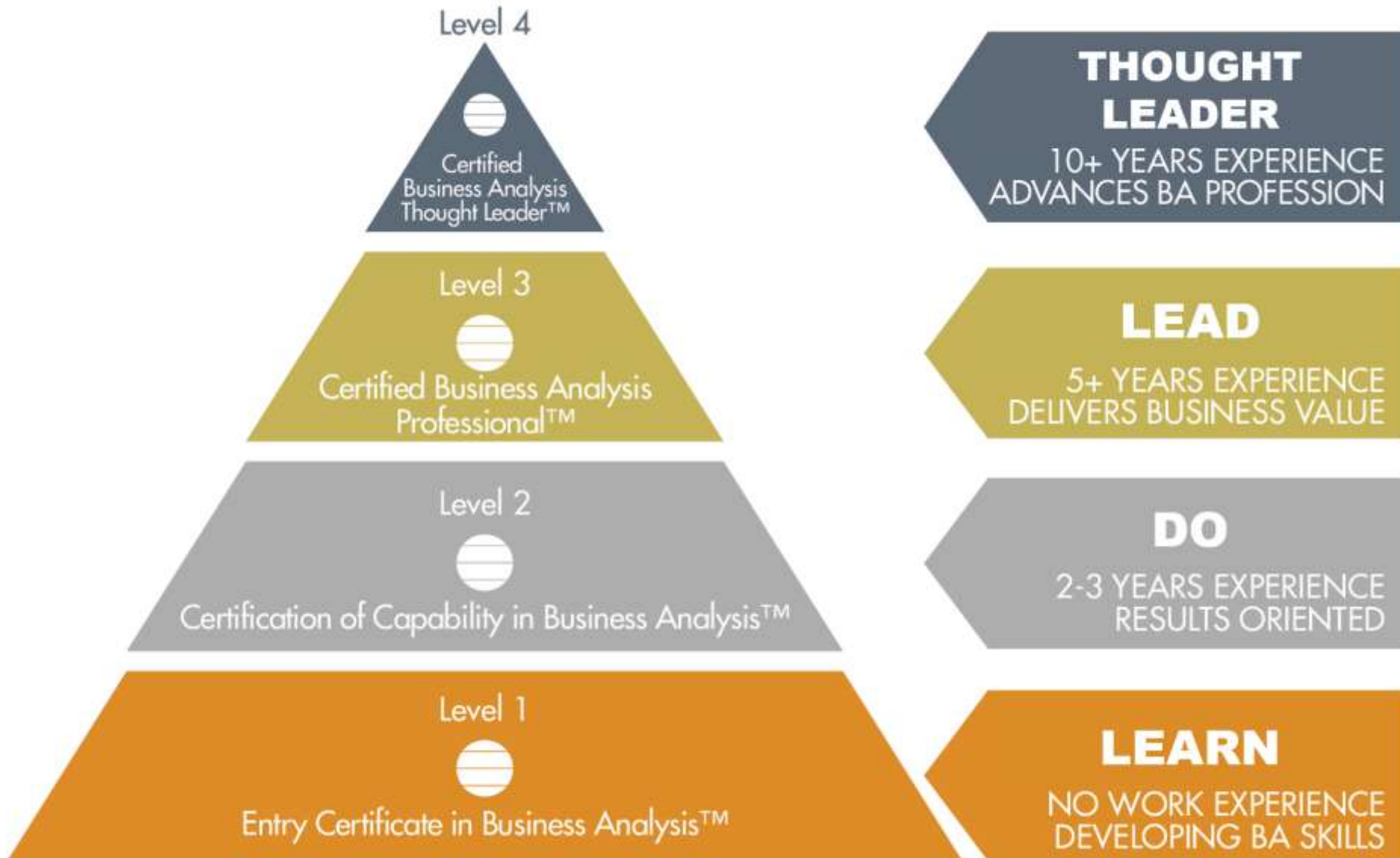
Name Development

- New names based on
  - Objectives and focus for each level

  - Names easily understood and recognizable to those outside of our community, so they can clearly understand each of the recognition levels

  - Focus and definitions developed with input

- Review and examination of other global certification programs to understand the overall market and clear market differentials

Branding

- New branding and logos developed to represent innovation, inter-connected and leading-edge certification program

- Trademarking activities underway to ensure the long-term brand protection in place

Enhanced Certification Framework

Level 4
Certified Business Analysis Thought Leader™

THOUGHT LEADER
10+ YEARS EXPERIENCE
ADVANCES BA PROFESSION

Level 3
Certified Business Analysis Professional™

LEAD
5+ YEARS EXPERIENCE
DELIVERS BUSINESS VALUE

Level 2
Certification of Capability in Business Analysis™

DO
2-3 YEARS EXPERIENCE
RESULTS ORIENTED

Level 1
Entry Certificate in Business Analysis™

LEARN
NO WORK EXPERIENCE
DEVELOPING BA SKILLS

Target Audience & Assessment

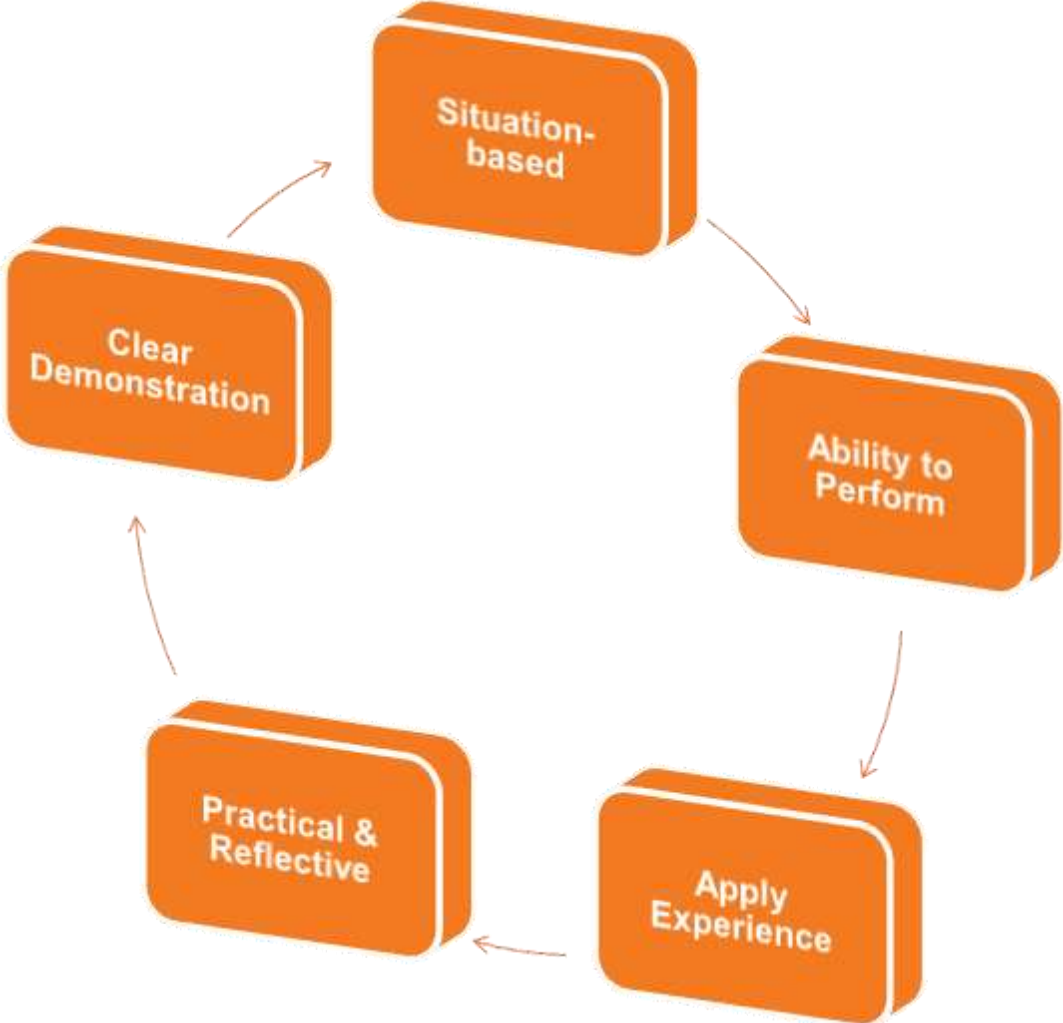|	**⊜ECBA™**	**⊜CCBA®**	**⊜CBAP®**
Target Audience	Individuals entering the BA profession: • Students enrolled in BA academic programs • New graduates • Professionals transitioning careers Functional managers who are not BAs but manage them	• Current CCBAs • Level I's • Those who have fallen into the role • Developing BAs • Hybrid BAs (PMs, testers, QA, change managers, designers) • Product owners/managers • Non-BA consultants • Trainers	• Current CBAPs • Seasoned BAs • BA Consultants • Trainers
Assessment	Knowledge-based examination • Basic multiple choice • 50 questions • Testing knowledge • 1.5 hours	Scenario-based examination • Situations described in 2-4 sentences • Multiple choice answers • 130 questions • 3 hours	Case study-based examination • Longer cases (1-1.5 pages) of information • Multiple questions about the case • Multiple choice answers • 120 questions • 3.5 hours

Eligibility Requirements

	ECBA™	**CCBA®**	**CBAP®**
Work Experience	n/a	Min. 3750 hrs in the last 7 years	Min. 7500 hrs in the last 10 yrs
Knowledge Area Expertise	n/a	Min. 900 hrs in each of 2 KAs OR 500 hrs in each of 4 KAs	Min. 900 hrs in each of 4 of the KAs
Professional Development	21 hrs in the last 4 yrs	21 hrs in the last 4 yrs	35 hrs in the last 4 yrs
References	n/a	2	2
Signed Code of Conduct	Yes	Yes	Yes

- Application Expiry = 1 year from approval
- Number of Exams = 3 within 1 year – no wait time in between required

Competency Based Certification

Learning Objectives - Examples

Business Analysis Planning & Monitoring Plan Stakeholder Engagement	
⊜ **ECBA**™	• **Understands** perform stakeholder analysis
⊜ **CCBA**®	• **Applied Knowledge** of perform stakeholder analysis
⊜ **CBAP**®	• **Guides Practice** for perform stakeholder analysis

Exam Blueprint

ECBA™

BABOK® Guide Knowledge Area	
Business Analysis Planning and Monitoring	5%
Elicitation and Collaboration	20%
Requirements Life Cycle Management	20%
Strategy Analysis	5%
Requirements Analysis and Design Definition	24%
Solution Evaluation	1%

Business Analysis Knowledge	
Business Analysis & the BA Professional	2.5%
Underlying Competencies	5%
Business Analysis Key Concepts	5%
Techniques	12.5%

Exam Blueprints

BABOK® Guide Knowledge Area	⊜ CCBA®	⊜ CBAP®
Business Analysis Planning and Monitoring	12%	14%
Elicitation and Collaboration	20%	12%
Requirements Life Cycle Management	18%	15%
Strategy Analysis	12%	15%
Requirements Analysis and Design Definition	32%	30%
Solution Evaluation	6%	14%

Pricing Structure

	Application Fee	Exam Fee
ECBA	Coming soon	Coming soon
CCBA	$125 US Non refundable	$325 US Members $450 US Non Members
CBAP	$125 US Non refundable	$325 US Members $450 US Non Members

Reminder

- New exams available in English on **September 30**

- Current CCBA® and CBAP® exams aligned to *BABOK® Guide* v2.0 available until **September 22**

- No exams available between September 23 and 29

- 3 months wait between 1st and 2nd exam now waived

Coming Soon

- New Online Applications – Levels 1-3
  - Submitted applications will be accepted for new exams
  - In process applications will need to start new application (can reuse work experience, professional development and references)
  - **Know your scheduled exam date!**

- Level 1 Launch Date and Pricing

- Updated Handbooks

- Sample Questions for levels 1-3

Next Steps

OCTOBER
Level 4 Update

OCT.

SEPTEMBER
Launch of exams for levels 1-3
New Online Applications for levels 1-3

SEPT.

NEW Success of levels 1-3 exam launch and next steps

AUGUST
Exam publishing for levels 1-3

AUG.

NEW Level 4 plan

JULY
Exams to publishing for levels 1-3

JULY

NEW Level 1 exam launch date/pricing
NEW Recertification Requirements levels 2 & 3
NEW BA Practitioner Learning Objectives levels 1-3

JUNE
Item review for level 1
Exam form review for levels 1, 2 and 3
Finalize eligibility requirements for 3 levels

JUNE

NEW Branding of Framework
NEW Pricing for levels 2 & 3
NEW Sample Questions & Handbooks levels 1-3

MAY
Item writing for levels 1, 2 and 3
Item review for levels 2 and 3

MAY

NEW Eligibility requirements for 3 levels
NEW Exam Launch date for Levels 2 and 3

APRIL
Item writing for levels 1, 2 and 3

APRIL

NEW Levels 2 and 3 Learning Objectives & Exam Blueprints

NEW Level 1 Learning Objectives & Exam Blueprint