



Endorsed Education Provider (EEP™) Program Handbook

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Table of Contents

Table of Contents	2
1.0 About this Handbook	3
2.0 About the EEP Program	3
3.0 The EEP Program	4
3.1 Program Framework & Levels	4
3.2 Program Benefits	4
3.3 Program Fees	6
3.4 EEP Application Requirements	6
3.5 Endorsement of Learning Events	7
3.6 Application Process	7
4.0 EEP Account Changes	7
5.0 Overview of PD Hours and CDUs	7
6.0 Audits	8
7.0 Renewal Process	8
7.1 Provider Renewal Fee	8
7.2 Overdue Payments	8
7.3 Lapsed Members	8
8.0 Complaints	8
8.1 Complaints against Training Providers	9
9.0 Trademarks and Copyright	9
9.1 IIBA Standards and Guidelines	9
10. Web-based Resources	9

1.0 About this Handbook

This handbook is intended to help current and potential participants in the Endorsed Education Provider (EEP™) program understand the framework, levels of engagement, benefits, fees and procedures.

2.0 About the EEP Program

Business analysis (BA) professionals need to continually develop their competencies throughout their career progression. As THE professional member association supporting the careers of BAs worldwide, one of the goals of IIBA is to ensure that its members have access to the professional development (PD) opportunities they require. While IIBA does offer various PD opportunities, it is important for IIBA to support education providers further serving the BA community.

The EEP program has two main objectives:

- 1) Endorse education providers and their learning events (courses, conference dates, webinars, etc.) to enable the BA community to easily identify such providers and learning events that are aligned with the global standard for business analysis - a *Guide to the Business Analysis Body of Knowledge (BABOK® Guide)*.
- 2) Provide a licensing mechanism to such education providers to properly use IIBA intellectual property (IP) including trademarks and *BABOK® Guide* content.

All learning events endorsed under the EEP program must either be:

- Directly related to business analysis (as described in the *BABOK® Guide* Knowledge Area sections) and/or the underlying competencies.
- Support other BA related activities and streams such as tools and techniques and the perspectives also described within the *BABOK® Guide*.

By having your learning events endorsed by IIBA under the EEP program, business analysis community members are assured that:

- The training provider has been reviewed by IIBA and meets IIBA requirements for participating in the EEP program.
- EEP learning events (i.e. courses, webinars, conferences) are aligned to the globally recognized industry standard for business analysis practices, the *BABOK® Guide*.
- EEPs are properly licensed to use IIBA intellectual property (IP), and are using up-to-date IP.
- For formal training programs:
 - The training aligns to a common set of effective practices and standards for delivery of education programs.
 - There is an effective means of communication to provide updates to curriculum delivery, as well as an identified procedure to address student concerns.
 - The training provider has the capability to support delivery of the training in terms of organization, physical resources, and administration.
 - Presenters are appropriately qualified, are skilled in teaching, are familiar with the curriculum, keep up-to-date with changes to the curriculum, and have knowledge and experience in the subject area.
 - There is adequate coverage of the curriculum, with an appropriate mix of lectures, practical work,

and revision appropriate to the level of the course.

- Delivery of instruction is relevant and supports the curriculum.
- Materials are kept up-to-date, in line with changes to the curriculum.

3.0 The EEP Program

3.1 Program Framework & Levels

	Select Level	Premier Level
Value Proposition	1. Limited endorsement 2. Affiliation & branding 3. License to IP 4. Online rating system 5. Regular engagement 6. Raised Profile	1. Unlimited endorsement 2. Affiliation & branding 3. License to IP 4. Online rating system 5. Regular engagement 6. Raised Profile 7. Giving Back Incentives 8. Preview to IP 9. Corporate Engagement 10. Multiple Office Listings
Courses and/or Conference dates	Up to 3	Unlimited
Webinars	Unlimited	Unlimited
Multiple Office Listings: Ability to promote IIBA endorsement under multiple office locations on a global scale	Single	Multiple

3.2 Program Benefits

Program Benefits	Description of Benefits	Select Level	Premier Level
Access to EEP online community	EEPs can join the EEP Linked-In Group.	✓	✓
Pre-approved PD hrs./CDUs for endorsed learning events	Endorsed learning events qualify towards the PD hrs and CDUs for IIBA Certification and Recertification requirements.	✓	✓
License to use BABOK® Guide content for endorsed learning events	Only EEPs can use BABOK® guide content in their endorsed courses and webinars.	✓	✓

IIBA logos and branding	EEPs can use IIBA Certification Logos and EEP logos on their website to advertise IIBA endorsement.	✓	✓
Access to certification competency guide & learning objectives	These resources further support EEPs to help prepare BAs for IIBA Certifications.	✓	✓
Complimentary individual memberships for EEP staff	The IIBA membership has many benefits to help support BA growth and development.	2	4
Promotion on EEP webpages	Improved online search feature and alphabetized listing to advertise your endorsement.	✓	✓
Online student rating system	Students of endorsed courses can rate them on IIBA website.	✓	✓
Chapter engagement	IIBA will connect EEPs with local IIBA Chapters.	✓	✓
Online calendar of upcoming endorsed exam prep courses	The online calendar will include three months of upcoming endorsed prep courses.		✓
Certification summary information/statistics	EEPs will be provided with certification exam statistics to help refine their prep materials and courses.		✓
Giving Back Incentive	10% discount of corporate revenue off of one renewal fee for facilitating new IIBA corporate member or 10% discount of fee on sponsored amount off of one renewal fee for sponsoring local Chapter		✓
Corporate member engagement	Corporate members will be given the list of EEPs in their areas for possible communication/collaboration.		✓
Preview of IIBA global standards	EEPs will be given a preview of IIBA global standards before its public release to the BA Community.		✓
Access to customizable marketing materials for IIBA products/services	EEPs will be able to use these marketing materials at their events and meetings within their community.		✓
Ability to respond to RFPs for training submitted by IIBA Corporate Members	EEPs may be able to provide training for IIBA Corporate Members and win new clients.		✓
20% discount on advertising space on IIBA website	Discounted pricing for advertising space on the IIBA website.		✓

3.3 Program Fees

Provider Type	Select Level	Premier Level
<ul style="list-style-type: none"> Public Training Provider Accredited University/College Courseware Developer 	<p>Initial fee \$1650 (incl \$250 non-refundable admin fee)</p> <p>Yearly renewal fee \$1400</p> <p>Annual Add-on fee of \$150 will apply per learning event added above limit. (Note: only up to 3 online courses permitted at this level)</p>	<p>Initial fee \$2250 (incl \$250 non-refundable admin fee)</p> <p>Yearly renewal fee \$2000</p>
<ul style="list-style-type: none"> *Internal Training Provider Corporate Member Training Provider 	n/a	<p>Initial fee \$1250 (incl \$250 non-refundable admin fee)</p> <p>Yearly renewal \$1000</p>

Important:

- If the provider application is not approved, the initial application fee will be refunded, minus a \$250 administrative fee.
- Other than where explicitly specified, fees are non-refundable.
- All fees are payable in U.S. dollars.
- For training providers registered in Canada, fees are subject to GST/HST.
- Any fees paid using PayPal are subject to a 3.5% service charge.
- *Internal Training Providers do not advertise/offer their endorsed learning events to the general public – these endorsed courses are for internal staff only.

3.4 EEP Application Requirements

To qualify for IIBA endorsement, education providers must satisfy the following criteria:

- Agree to abide by the EEP agreement (i.e. [Select](#), [Premier](#)) and the EEP code of conduct
- Agree to abide to the terms and conditions of the [IIBA® Corporate Identity and Trademark Policy](#)
- Provide evidence that they have an established methodology for selecting, and supporting development of professional staff
- Have a policy for receiving and responding to student complaints or concerns
- Provide evidence that they have an established process for recording and addressing student evaluation feedback
- Provide evidence that they have an established, formalized methodology to track student performance and evaluate knowledge transfer
- If audited by IIBA, be able to provide access to up to four years of student records
- Agree to all terms and conditions of becoming and maintaining status as an EEP as outlined by the EEP agreement

3.5 Endorsement of Learning Events

Webinars qualify to be registered for Continuing Development Units (CDUs) if the learning content is aligned to the *BABOK® Guide*.

Courses and Conferences qualify for endorsement if:

- They are at a minimum one (1) hour in duration.
- At least **75%** of the content and teaching time are aligned to any area within the *BABOK® Guide* including tools and techniques, perspectives, underlying competencies, and/or knowledge areas.
- There is a mechanism to confirm knowledge or skill transfer (i.e. an assessment of the content learned) such as a quiz. (Note: If you offer a CBAP®, CCBA® or ECBA™ “prep course”, that course **MUST** be endorsed under the EEP program).
- Instructors for IIBA certification prep courses must be IIBA certified at that level or above.

IMPORTANT: Each course must be submitted separately to be considered for endorsement. Program endorsement does not constitute individual course endorsement and individual course endorsement does not constitute program endorsement.

3.6 Application Process

Step 1. Review the EEP [framework](#) and [benefits](#).

Step 2. Choose the level (i.e. Select, Premier) of engagement that suits your needs.

Step 3. Complete and Submit the [EEP application form](#).

Step 4. Make payment (note: IIBA administrator will email you the payment link).

Step 5. Complete and Submit the appropriate learning event form (i.e. [course/webinar/conference](#)) for endorsement.

You will receive an email confirmation from IIBA when the EEP Provider Application or Learning Event Application forms are approved.

4.0 EEP Account Changes

For any changes that need to be made to the EEP account, please submit a written request to EEP@iiba.org.

5.0 Overview of PD Hours and CDUs

In general,

- Professional Development (PD) Hours are applicable towards qualifying for the CBAP®, CCBA® and ECBA™.

- Continuing Development Units (CDUs) are applicable towards qualifying for recertification of the CBAP® and CCBA®.
- All IIBA endorsed courses and programs offered by EEPs are guaranteed to qualify for PD Hours and CDUs.
- All registered webinars offered by EEP vendors are guaranteed to qualify for CDUs towards recertification of CBAP® and CCBA® and Professional Development hours for ECBA™.
- EEPs can advertise PD Hours and CDUs only for IIBA endorsed EEP courses.
- Refer to the [certification](#) and [recertification](#) handbooks on the IIBA website for more details.

6.0 Audits

The EEP program conducts random audits of EEPs and their endorsed courses to ensure compliance with IIBA policies and procedures. The EEP program will issue a notice of findings and will request a corrective action plan from providers who have been identified as being non-compliant.

7.0 Renewal Process

7.1 Provider Renewal Fee

Providers are issued a renewal notice 60 and 30 days prior to the annual renewal date.

7.2 Overdue Payments

Payments overdue by more than 45 days passed the organization's renewal date will result in removal of their organization's information from the IIBA website.

For EEPs wishing to renew 60 days passed their organization's renewal date, a late fee of \$250 will be applied to the invoice. **Payment in full must be received for the EEP to be reinstated to the website.** The provider's original renewal date will remain.

Accounts 90 days in arrears will not be reinstated and will require resubmission of all materials for re-entry into the program.

7.3 Lapsed Members

Providers who are passed due, or who voluntarily withdraw from the program and who are not seeking reinstatement must remove all IIBA® EEP™ program logos immediately upon termination of the agreement. With termination, all active endorsement status ceases.

8.0 Complaints

Only EEP vendors have the authority to offer training products that incorporate official IIBA trademarks, brands, and copyright materials.

Organizations not endorsed under the EEP program who use IIBA intellectual property (including, but not limited to, content from the *BABOK® Guide* and IIBA trademarks and certification marks) may be in breach of intellectual property law.

8.1 Complaints against Training Providers

Complaints against training providers who are EEPs, will receive a written notice of a complaint. All complaints will be investigated as long as the submitter includes a name, email address, telephone number, and a description of the problem. EEPs found to be in breach of IIBA EEP program policies risk losing their affiliation with IIBA.

9.0 Trademarks and Copyright

IIBA Endorsed Education Providers are granted a limited, non-exclusive, non-transferable, and revocable license (without the right to sublicense) to use the following IIBA trademarks, registered trademarks, certification marks, registered certification marks, and design marks:

9.1 IIBA Standards and Guidelines

Providers must abide by the [Corporate Standard Guidelines and the Trademark Usage Policy](#) and the intent of such policy.

Any perceived infringement of the policy which could lead a perspective client to perceive that a non-endorsed course (or other product/service) has endorsement status will be identified by the IIBA, and the vendor will be contacted and will be required to remedy the instance. Failure to do so will result in suspension until the breach is remedied.

Repeated transgressions of the policy will result in disciplinary actions, which may include discharge from the program.

9.2 IIBA Logos

Providers may include the Endorsed Education Provider logo on certificates issued to students, providing that the training provider is current in its EEP status.

10. Web-based Resources

[Manage your EEP account](#)

[Provider Application Form](#)

[Course Application Form](#)

[Conference Application Form](#)

[Webinar Registration Form](#)

[BABOK® Guide](#)

[Corporate Identity and Trademark Policy](#)