

ACADEMIC PROGRAM'S CURRICULUM/CURRICULA ENDORSEMENT PROCESS

Value

Having a course(s) and/or program IIBA endorsed is:

- Great for your institution's marketing.
- Once endorsed, your programs/courses, given your institution's consent, will be advertised within the globally accessible [Endorsed Education and Training](#) webpage.
- Great for the IIBA[®]/professional community.
- Great for your current and prospective students.
- When a student learns that a program/course(s) is **IIBA Endorsed**, they know that:
 - It is aligned to the BABOK[®] Guide or the Agile Extension to the BABOK Guide (either an area, multiple areas, or the entirety).
 - It educates them on internationally, industry recognized standards and best practices of business analysis.
 - It will contribute towards their preparation of a respective IIBA certification exam; thereby, significantly reducing their study time after the program/course is complete.
 - They can confidently apply it against the professional development requirement within their CCBA[®] or CBAP[®] application if the program/course's start and end dates are within the required timeframe.

Criteria

A program/course/group of courses can be submitted to be evaluated by IIBA for endorsement if its curriculum/combined curricula is at least 75% aligned to the BABOK Guide or the Agile Extension to the BABOK Guide (either to an area/topic, multiple areas/topics, or the entirety).

Application

The application is electronic and can only be completed by the primary contact to your institution or an IIBA Member of your institution with access to the Academic Program's benefits of features. The application's link is located within the Academic Resources webpage, only accessible to Academic Program Members. [Appendix A](#) is a sample of this application.

A single submission of this application can represent a single course, multiple courses together or a program. Once submitted to IIBA, the application is sent to IIBA's assessors, a group of subject matter experts, who require at least 2 weeks to review.

Completion Instructions

- Application type: *Recognized Course*
- General information on the curriculum/curricula.
 - Program/course/courses' name, website, duration in hours (If the application represents multiple courses or a program, please provide the duration of the program or total duration of all the courses' contact hours), audience (private or public), delivery channel (classroom, online or blended), language, what countries and cities does the program service, and summary of learning objectives.
- Processes to describe how the course(s)/program is administered.
 - This section is to ensure that there are proper processes in place to evaluate the students' proficiency of the learning objectives, to select an instructor suitable to teach the learning objectives, and to evolve the curriculum/curricula based on the students' need, new and revised information, and industry's need. It asks to:
 - Describe methods used to evaluate the learning objectives.
 - Describe the instructor selection process and qualifications.
 - Please include information on the hired or current instructor, if possible. If your institution is planning on advertising that the curriculum/curricula prepares students for one of our certifications, the instructor should already have the respective certification or a plan to achieve the respective certification within a year from the date when the curriculum/curricula is granted IIBA endorsement. Exceptions, at our discretion, can be made for instructors with appropriate and very extensive background.
 - Describe the process for collecting student feedback.
 - Describe the curriculum development and revision process.
- BABOK Guide Elements.
 - Describe how the learning objectives are aligned to the BABOK Guide's knowledge domains, underlying competencies, techniques and perspectives.
 - You can complete these fields or the appropriate spreadsheet of the mapping document: 'Alignment to BABOK Guide_2022'. Within this workbook:
 - If your initiative is to prepare your students to attempt the ECBA, CCBA or CBAP exam, please complete one of these spreadsheets: 'ECBA – Domains', 'CCBA – Domains' or 'CBAP – Domains'.
 - If your initiative is to educate them on the content of the BABOK Guide (either to a topic, multiple topics, or the entirety), please complete the spreadsheet: 'To the BABOK Guide'.

- **For Agile Analysis:**
 - For curriculum/curricula that is aligned to the **Agile Extension to the BABOK Guide**, enter N/A for these fields and create a document that demonstrates your curriculum/curricula's learning objectives' alignment to either the content of the *Agile Extension to the BABOK Guide* (if your institution's initiative is to educate on the content of the *Agile Extension to the BABOK Guide*), the competencies tested by the *IIBA-AAC* exam (if your institution's initiative is to prepare students to attempt the *IIBA – AAC exam*), or both.
- Documentation:
 - Upload a course syllabus or, zip folder containing minimally all the respective syllabi.
 - The syllabi should speak to when each learning objective is being taught, and how each learning objective is being practiced and tested.
 - If you want to submit additional supporting documentation, create a zip file. Examples of potential additional supporting documentation are:
 - Any additional program/course information
 - Any documents with information on your institution's policies/procedures
 - Course schedule(s), if not included in the course syllabus
 - Any other relevant documents that would help the assessors evaluate the application and the curriculum/curricula's alignment to the BABOK Guide or the Agile Extension to the BABOK Guide
 - *For a successful upload of a zip file, ensure the file name of this zip folder does not contain any spaces.*
- Please notify us when the application has been submitted.

Marketing of the Endorsement

Logo

You will be given an 'IIBA endorsed' logo to place, for example, within the course(s)/program's webpage and/or within relevant courseware materials.

IIBA Website

If your institution gives IIBA consent to advertise, the course(s)/program will be included within our [Endorsed Education and Training directory](#). This directory will display the following information:

- Program/Course's Name
- Your institution's Name
- PD Activity: Classroom Course
- Delivery Channel (classroom, online or blended)
- Location – Countries
- Location – Cities
- Location – Region

- Language
- Learning Objectives
- Website
- Contact Hours

LinkedIn

The Academic Program team will create a LinkedIn post, that will be reviewed by your institution, on the endorsement to bring attention to your institution and the endorsement. Once finalized, the post will go live on the Academic Program Operations Manager's and your Account Manager's LinkedIn profile. The other Account Managers will repost it as well.

Personalized Verbiage

The Academic Program team can provide your institution with personalized wording on IIBA and the endorsement for your institution's appropriate webpages. Once the wording and logos have been added, the Academic Program team can review the course(s)/program's website to ensure the accuracy of IIBA related messaging. If this is of interest to you, email academic@iiba.org.

Blog Post

IIBA encourages your institution to consider releasing a blog post and/or press release on the endorsement. The Academic Program team can assist by providing IIBA related verbiage and conducting a review of the article. Once the article goes live, the Academic Program Operations Manager and your Account Manager will post it on their LinkedIn profiles. The other Account Managers will repost it as well. If this is of interest to you, email academic@iiba.org.

Questions

If you have any questions on and/or would like to further discuss the above, please email academic@iiba.org.

Appendix A

Sample of the Endorsement Application

Application

Program/Course Information

Please select the type of application you wish to complete: *

Recognized Course ▼

General Information

Instructions:

Each section of a course may be counted against one knowledge area, perspective, tool/technique or underlying competency.

At least 75% of the course must be aligned to the **BABOK® Guide**.

The contents of your course must not contradict the contents of the **BABOK® Guide**.

Course(s) Name (English) *

Course(s) name (alternate language)

Website *

Duration in hours *

Audience *

--None-- ▼

Delivery channel *

--None-- ▼

Language *

What countries and cities does this course(s)/program service? *

Summarize the learning objectives *

Processes

Describe methods used to evaluate learning outcomes *

Describe the instructor selection process *

Describe the student feedback process *

Please describe the course development and revision process *

BABOK Guide Elements

Business Analysis Planning and Monitoring * ⓘ

Elicitation and Collaboration * ⓘ

Requirements Life Cycle Management * ⓘ

Strategy Analysis * ⓘ

Requirements Analysis and Design Definition * ⓘ

Solution Evaluation* ⓘ

Underlying Competencies* ⓘ

Techniques* ⓘ

Perspectives* ⓘ

Uploading Documentation

Instructions:

Please upload a course syllabus.

For a successful upload, your file must not have any spaces in the name.

Upload*

Attestations

- Please advertise my program/course on your website.
- I attest that the information provided in this application is true and accurate.*

Additional Information
