ACADEMIC PROGRAM | IIBA®

HANDBOOK

February 2020

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1.0 Introduction

Welcome to the International Institute of Business Analysis™ (IIBA®) Academic Program Handbook. This handbook describes the process for academic institutions (i.e. universities, colleges) to join the program and where information is already on our website, will direct the academic institution to the specific webpage.

Academic Program $2000 Annually

Supports business analysis career progression and **IIBA core certifications**. Materials are aligned to *A Guide to the Business Analysis Body of Knowledge® (BABOK® Guide).*

Specialized Streams

Includes license to IP standards and best practices, certification learning objectives, study group materials, study guides, and a discounted price for bulk purchase of certification exams.

Agile Analysis Stream   +$750 add-on/year

Supports the business analysis practitioner with an agile mindset and with the **IIBA-AAC certification**. Materials are aligned with the *Agile Extension to the BABOK® Guide.*

Business Data Analytics Stream   +$750 add-on/year

Supports business analysis practitioners focusing in business/data analytics and pursuing the **IIBA-CBDA certification**. Materials are aligned with the *Certification in Business Data Analytics Intellectual Property.*

2.0 Academic Program

2.1 Requirements

To qualify for the IIBA Academic Program, academic institutions must satisfy the following criteria:

- Be an accredited academic institution
- Provide IIBA access to up to four years of student records if audited by IIBA

2.2 Join Process

Step 1: Review the **Academic Program** details including value proposition and pricing

Step 2: Complete the **Academic Program Enrollment Process**.
Within this process, you must:

- Agree to the IIBA Academic Program's **Terms and Conditions**.
- Grant IIBA the right to identify the institution as an IIBA Academic Member, including posting the institution's logo on the **IIBA website**.
- **Pay program membership fee** on the online portal.

Upon completion of payment, you will receive an e-mail from IIBA, with instructions on how to access your benefits and set up your memberships.

Step 3: Access program benefits on the portal.

- Navigate to **www.iiba.org**
- Log in
- Once logged into our website (don't go into your profile), click on My IIBA, located on the top within the grey ribbon
- Within My IIBA, scroll down and you should see an area titled: Academic Resources

Note: You must be a primary contact on the account in order to access the academic resources.

Step 4: At any point during your one year term, you may submit a **course application form**.

Note: You must be a primary or secondary contact on the account in order to access the course application form.

- Upon receipt of your application, IIBA will initiate its assessment which may take up to two weeks.
- Once your application is assessed, the **Program Manager** will email you with an update.
- If the course is approved, you will receive an approval email with instructions to advertise and deliver the course.
- If the course requires revisions, you will receive an email with feedback and instructions to resubmit your application with the appropriate changes.

2.3 Features

What is it?	What does it mean to you and your students?
IIBA Individual Memberships for faculty and staff	4 individual IIBA memberships are included which provide all **benefits of membership** to each individual.
IIBA Endorsed BA Courses	Submit a course to be assessed by IIBA against the BA core and/or stream IP and materials and promote as IIBA Endorsed.
Framework for entry level business analysis programs	Aligned to **ECBA competency requirements**, your course will prepare students to take the exam and achieve the ECBA credential.
Curriculum for entry level business analysis programs	Complete curriculum for instructor-led hands-on application of key business analysis techniques via case studies and exercises. Includes an assessment guaranteeing they are competent to perform on the job in their first year.
Listed in online Academic member and program directory	Academic members and their IIBA recognized courses are listed within the **IIBA Academic Members Registry**.
Chapter Access (for institution and students)	IIBA will connect Academic Members with local **IIBA Chapters** to help create a win-win relationship, for the benefit of your students within your local community.
Access to competency model and IIBA webinars	For use during classroom courses/programs.
Access to IIBA Thought Leader papers	Includes the right to redistribute within the college/university.
Preview of IIBA Global Standards	Preview of IIBA global standards before public release to the BA Community.
IIBA academic logo/branding & co-branded marketing literature	Permission to use the academic membership logo on your institution's website to advertise your affiliation with IIBA. This must be done in accordance with the **Corporate Standard Guidelines and the Trademark Usage Policy**. Access to marketing brochures for IIBA certification and membership, to distribute at events, meetings or to interested students. Within these brochures, there will be a place for your institution to put your name/logo to communicate your affiliation with IIBA.
20% discount off advertising space	Discounted cost to advertise on our **IIBA website** and increase your global reach.
30% discount off the core program if member of another IIBA program	Another IIBA program may include the Corporate Membership Program.

3.0 Renewal Process

Academic members will be issued a renewal notice 90, 60 and 30 days prior to their annual renewal date.

Missed renewal payment will result in removal of the institution's listing from the IIBA website and will result in any endorsed courses to become inactive.

Payment of a renewal fee 60 days past the due date will result in a late fee of $250 to be applied to the invoice. **Payment in full must be received in order to be reinstated to the program.** Regardless of payment received date, the annual renewal date will remain.

Accounts 90 days in arrears will not be reinstated and the institution will be required to complete the enrollment process again.

Academic members who are past due, or who voluntarily withdraw from the program and who are not seeking reinstatement, must remove all IIBA Academic Program logos immediately upon termination of the agreement and must cease using any license materials including trademarks in their courses/programs ongoing.

4.0 Complaints

Institutions, who are not active members of the IIBA Academic Program, who use IIBA intellectual property (including, but not limited to: content from the *BABOK® Guide*, IIBA trademarks and certification marks) may be in breach of intellectual property law.

To report any institutions in breach of intellectual property law and/or misusing our trademarks, brands and/or copyright materials, please e-mail **academic@iiba.org**.

Academic members found to be in breach of IIBA Academic program's terms and conditions risk losing their affiliation with IIBA.

5.0 Trademarks and Copyright

Only academic institutions that are members of the IIBA Academic Program have the authority to offer educational products that incorporate official IIBA trademarks, brands, and copyright materials, as per their agreement.

Active academic members 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.

5.1 IIBA Standards and Guidelines

Academic members must abide by the **Corporate Standard Guidelines and the Trademark Usage Policy** and the intent of such policy.

5.2 IIBA Logos

Academic Program members may include the academic member logo only on certificates issued to students representing the completion of IIBA recognized courses.

To access your logos:
- Navigate to **www.iiba.org**
- Log in
- Once logged into our website (don't go into your profile), click on My IIBA, located on the top within the grey ribbon
- Within My IIBA, scroll down and you should see an area titled: Academic Resources
- The logos can be downloaded from the portal.

Note: You must be a primary contact on the account in order to access the logos.