Entry Certificate in Business Analysis™ (ECBA™)
Course Duration: 40 Hours (5 Days)

Overview

The Entry Certificate in Business Analysis™ (ECBA™) course is a foundational program designed for individuals seeking to break into the field of business analysis. It covers the fundamental aspects of business analysis as outlined in the Business Analysis Body of Knowledge® (BABOK® Guide), ensuring that learners grasp the core principles and practices essential to the role of a business analyst. Throughout the modules, participants learn various techniques and concepts such as Requirements management, Elicitation, analysis, and Solution evaluation. Gaining an ECBA certification can be a significant stepping stone for professionals, as it demonstrates their commitment to the field and provides them with the necessary skills to contribute to business analysis projects. The ECBA certification cost is seen as an investment into a burgeoning career, and the ECBA certification itself is widely recognized in the industry, potentially opening doors to new job opportunities and career growth.

Audience Profile

The Entry Certificate in Business Analysis™ (ECBA™) course is designed for aspiring professionals seeking foundational business analysis skills.
• Individuals looking to enter the field of business analysis
• Junior Business Analysts aiming to enhance their knowledge and skills
• Professionals transitioning from non-BA roles to business analysis positions
• Project Coordinators and Managers requiring business analysis understanding
• Quality Assurance (QA) professionals seeking to understand business analysis processes
• Product Managers aiming to better understand business requirements
• Change Management consultants
• Recent graduates interested in the business analysis profession
• IT professionals wanting to expand their skillset into business analysis
• Entrepreneurs and startup founders needing to grasp business analysis concepts for better project
management
• Business consultants looking to formalize their knowledge with an ECBA™ certification
• Team leaders who interact with business analysts and wish to understand their methodologies
• Stakeholders and end-users involved in software development or business change projects
• Administrative and support staff within a project management or business analysis office

Exam Blueprint

The exam blueprint outlines the exam structure, activity statements, techniques, and underlying competencies. The Blueprint defines the nine domains covered on the exam and the percentage of questions within each domain.
• Of the nine domains, 1 to 3 are foundational and 4 to 9 focus on practical application of the Business Analysis Core Concept Model (BACCM) from The Business Analysis Standard.
• The knowledge areas and business analysis tasks from the BABOK Guide are organized and expressed through domains 4 to 9.

Domains	Description	Percentage of Questions on the Exam
1	Understanding Business Analysis	20%
2	Mindset for Effective Business Analysis	14%
3	Implementing Business Analysis	6%
4	Change	10%
5	Need	10%
6	Solution	10%
7	Stakeholder	10%
8	Value	10%
9	Context	10%

Day 1: Foundations & Mindset

1. Domain 1: Understanding Business Analysis (20%)

- Define business analysis, its role in enabling change
- Explore the 6 BACCM core concepts and their interrelations
- Understand value delivery and business outcomes

2. Domain 2: Mindset for Effective Business Analysis (14%)

- Analyse how analytic mindset and shared values drive impactful BA
- Self-assessment and strategies for adopting high-impact behaviours

Case Study: StreamlineNow – Enhancing Internal Operations

Day 2: Implementing BA & Change Management

3. Domain 3: Implementing Business Analysis (6%)

- Overview of BA practices, governance, performance measurement
- Tools and techniques for planning and monitoring BA work

4. Domain 4: Change (10%)

- Assess change implications and stakeholder impacts
- Define change objectives using BACCM lenses

Case Study: BrightMart – Transitioning to a Cloud-Based Inventory System

---

Day 3: Defining Needs & Solutions

5. Domain 5: Need (10%)

- Analyse current and future state needs
- Validate and model requirements for stakeholder alignment

6. Domain 6: Solution (10%)

- Define solution scope and options
- Consider value and feasibility, validate solution against need

. **Case Study: MedSys – Reducing Patient Intake Delays**

Day 4: Stakeholders, Value & Context

7. Domain 7: Stakeholder (10%)

- Identify and analyse stakeholder roles and communication strategies
- Stakeholder influence and BACCM application

8. Domain 8: Value (10%)

- Define value in context, measures vs. outcomes
- Techniques like cost–benefit, ROI aligned to value

9. Domain 9: Context (10%)

- Examine organizational, technical, cultural, and domain contexts

  Case Study: LearnPro – Launching a Microlearning Platform

Day 5: Exam Prep & Mock Testing

10. Exam Strategy & Question Types

- Understand 50-question layout, 75-minute timing, scenario vs. MCQs
- Time management, analytical reasoning for situation-based items

11. Domain Review & Technique Toolbox

- Quick recap of all nine domains
- Key techniques: SWOT, MoSCoW, stakeholder mapping, process modelling, business rules, use cases, user stories, etc.

Mock Exam + Debrief

- Full-length 50-question mock
- Detailed review, answer rationale, area improvement