BLACKBIRD FOR TRAINING

Entry Certificate in Business Analysis (ECBA)

14 – 18 November 2027
Istanbul (Turkey)

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PARTNER



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Introduction

The Entry Certificate in Business Analysis ECBA is a foundational certification designed to build structured knowledge in business analysis principles and practices. It focuses on understanding how organizations identify needs, define requirements, evaluate solutions, and improve operational performance through systematic analysis.

Modern organizations rely on business analysis to align strategic objectives with operational execution. Clear requirements, structured documentation, and accurate evaluation of alternatives reduce risk, improve efficiency, and support measurable outcomes. As a result, professionals equipped with business analysis fundamentals play a critical role in strengthening decision-making processes and enhancing institutional performance.

The ECBA program is relevant for executives overseeing strategic initiatives, team leaders coordinating cross-functional efforts, operations specialists, project support professionals, and individuals transitioning into analytical roles. The practical value of the Entry Certificate in Business Analysis ECBA lies in enabling participants to gather and document requirements accurately, analyze process gaps, assess solutions objectively, and support organizational improvement with structured methods.

Course Objectives

The Entry Certificate in Business Analysis ECBA course enables participants to:

- Understand core business analysis concepts and terminology.
- Identify the role and responsibilities of a business analyst.
- Recognize stakeholders and analyze their needs.
- Apply structured techniques to gather requirements.
- Document requirements clearly and systematically.
- Analyze gaps between current and desired states.
- Evaluate alternative solutions using objective criteria.
- Support informed decision-making through analysis.
- Apply best practices in requirements management.
- Prepare confidently for the ECBA certification examination.



Course Outlines

Day One: Foundations of Business Analysis

- Definition and purpose of business analysis.
- Role of the business analyst within organizations.
- Types of organizational initiatives.
- Stakeholder identification and analysis.
- Requirements lifecycle overview.
- Practical exercise on defining initiative scope.

Day Two: Requirements Elicitation and Documentation

- Information-gathering techniques.
- Structured interviews and workshops.
- Reviewing and analyzing existing documentation.
- Defining initiative scope and boundaries.
- Writing functional and non-functional requirements.
- Practical workshop on requirement documentation.

Day Three: Process Analysis and Gap Identification

- Analyzing current state processes.
- Mapping workflow structures.
- Identifying inefficiencies and improvement areas.
- Conducting gap analysis.
- Measuring the impact of proposed changes.
- Applied case study discussion.

Day Four: Solution Evaluation and Change Support

- Comparing solution alternatives.
- Feasibility and impact analysis.
- Supporting executive decision-making.
- Organizational change considerations.
- Measuring value realization.
- Practical evaluation exercise.



Day Five: Comprehensive Review and Exam Preparation

- Structured review of core concepts.
- Analysis of sample examination questions.
- Scenario-based discussions.
- Full practice examination.
- Performance assessment and feedback.
- Professional development planning.

Why Attend This Course? Wins & Losses!

- Establishes a solid foundation in business analysis.
- Improves structured requirement gathering skills.
- Enhances analytical and critical thinking abilities.
- Reduces risk caused by unclear requirements.
- Strengthens data-driven decision support.
- Improves operational process efficiency.
- Enhances professional credibility.
- Supports career progression in analytical roles.

Conclusion

The Entry Certificate in Business Analysis ECBA provides a structured framework for understanding organizational needs and transforming them into actionable, measurable requirements. By focusing on requirement elicitation, process analysis, solution evaluation, and change support, participants develop analytical competencies that directly enhance institutional performance.

This certification supports stronger alignment between strategy and execution, improves communication among stakeholders, and increases the quality of proposed solutions. It equips professionals with disciplined thinking, structured documentation practices, and objective evaluation skills necessary for effective decision-making.

Investing in the Entry Certificate in Business Analysis ECBA strengthens both individual capability and organizational maturity by promoting systematic analysis and sustainable improvement practices.

