



Changing Change.

**Develop the Professional.
Develop the Profession.**



BUSINESS ANALYSIS CORE CONCEPT MODEL (BACCM[™])

Six Words to Define Business Analysis

17 November 2014

IIBA® Vision and Mission

Vision

The world's leading association for Business Analysis professionals

Mission

Develop and maintain standards for the practice of business analysis and for the certification of its practitioners

IIBA® is an international not-for-profit professional association for business analysis professionals.

Cedric Berger



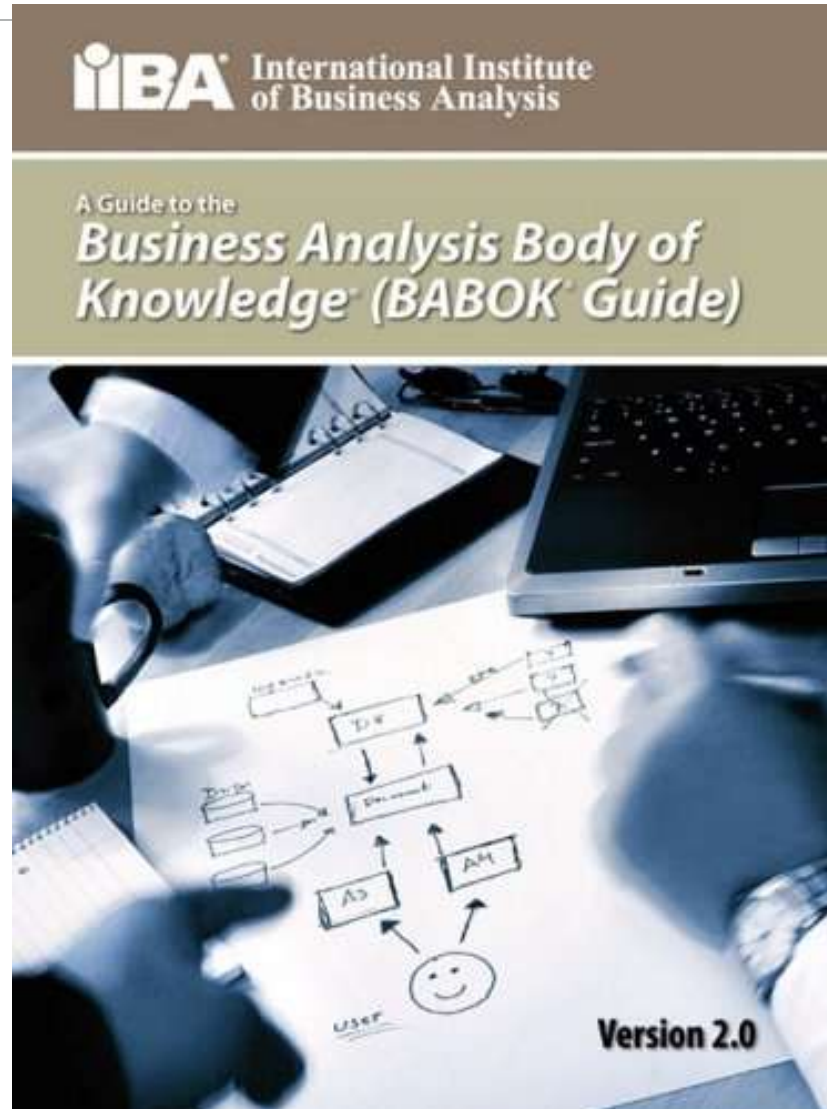
President of IIBA® Geneva Chapter

Holds a Double Master of Science; in Information System Analysis & Design (ESSEC – Paris) and in Business Administration (University of Lyon).

He begins his career in training and research in system organizational dynamics (project OSSAD). International entrepreneur, he creates and manages consulting companies since more than 15 years. He intervenes in many international groups in industrial, public administration, multinationals in the framework of reorganization projects and quality assurance. Specialist in organizational analysis, he is the author of several books and an international speaker. Since 5 years, he introduced in Europe, the professional association of Business Analysts (IIBA®). He participated in the creation the respective IIBA Chapters in France and French-part of Switzerland where he currently acts as President.

Today, as Senior Business Analyst, he leads Mark International, Business Analysis Company in Geneva and lectures at the University of Geneva.

IIBA® create a Body of Knowledge



What is the BABOK® Guide?

Developed 2004–2009

Standard for BA practice

Describes work performed by
business analysis professionals

Basis for certification, competency
models

Version 3 Goals (available in Q1 - 2015)

- Engage Community
- Shift from Project to Change Focus
- Keep Things Current
- Define a Metamodel
- Scaling
- Usability
- Integrate Agile Extension, Enterprise BA
- Simplify Extension Process

Definition of BA (v3 Draft)

“Business analysis is the practice of enabling change in an organizational context by defining needs and recommending solutions that deliver value to stakeholders.”

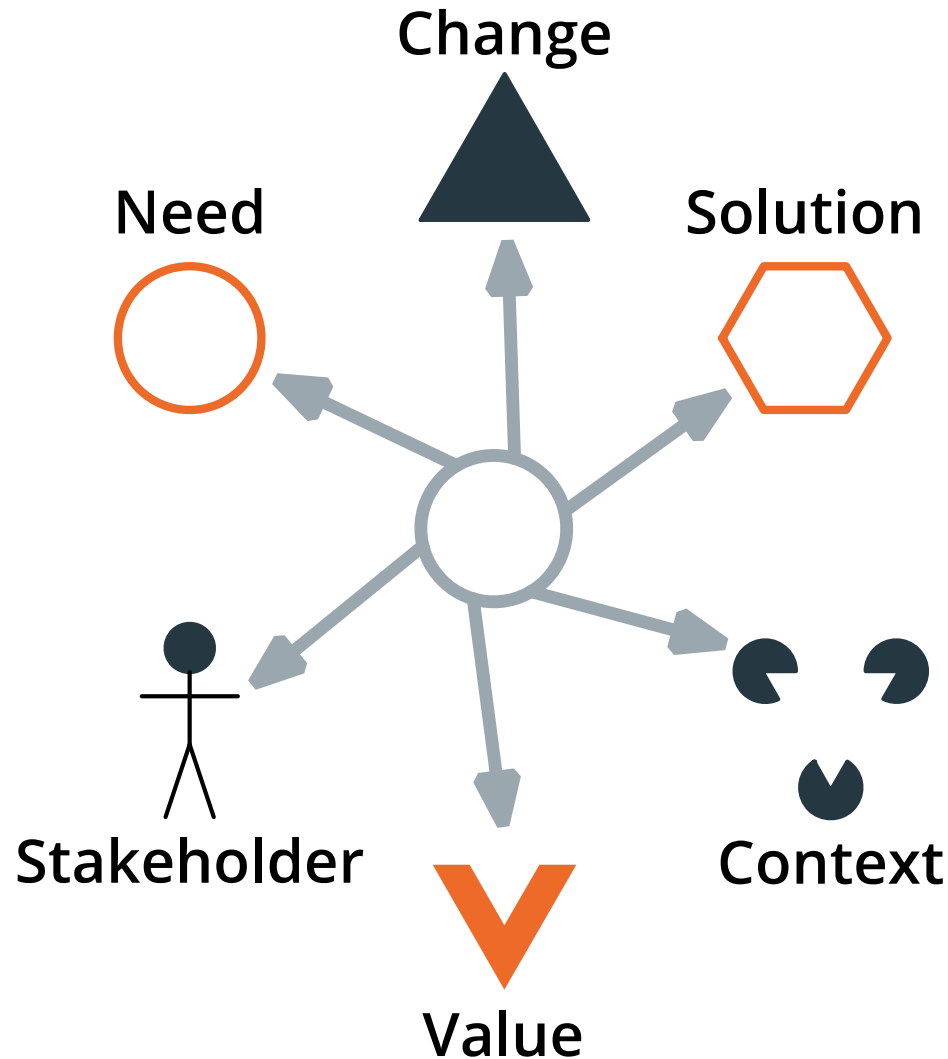
Common objective for Business Analyst :
«*Create better business outcomes*»

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Common objective for Business Analyst :
«*Create better business outcomes*»

Six words to define Business Analysis



Stakeholder

“a group or individual with a relationship to the change, the need, or the solution”

Stakeholder

a group or individual
with a relationship to
the change or solution

Key Concepts

- characteristics
- relationships
- groups

Need

“a problem or opportunity to be addressed”

Need

a problem, opportunity
or constraint with
potential value to a
stakeholder

Key Concepts

- requirement

Change

“the act of transformation in response to a need”

Change

a controlled
transformation of an
organization

Key Concepts

- event
- plan
- risk

Solution

“a specific way of satisfying
one or more needs in a
context”

Solution

a specific way of
satisfying a need in a
context

Key Concepts

- Design (noun)
- Architecture (noun)
- People, Processes,
Tools, and Information

Context

“the circumstances that influence, are influenced by, and provide understanding of the change”

Context

the part of the
environment which is
relevant to the change

Key Concepts

- environment
- situation
- scope
 - boundary vs. horizon

Value

“the worth, importance, or usefulness of something to a stakeholder with in a context”

Value

the worth of something
to a stakeholder in
a context

Key Concepts

- motive / purpose
- reward / benefit / result
- priority
- money

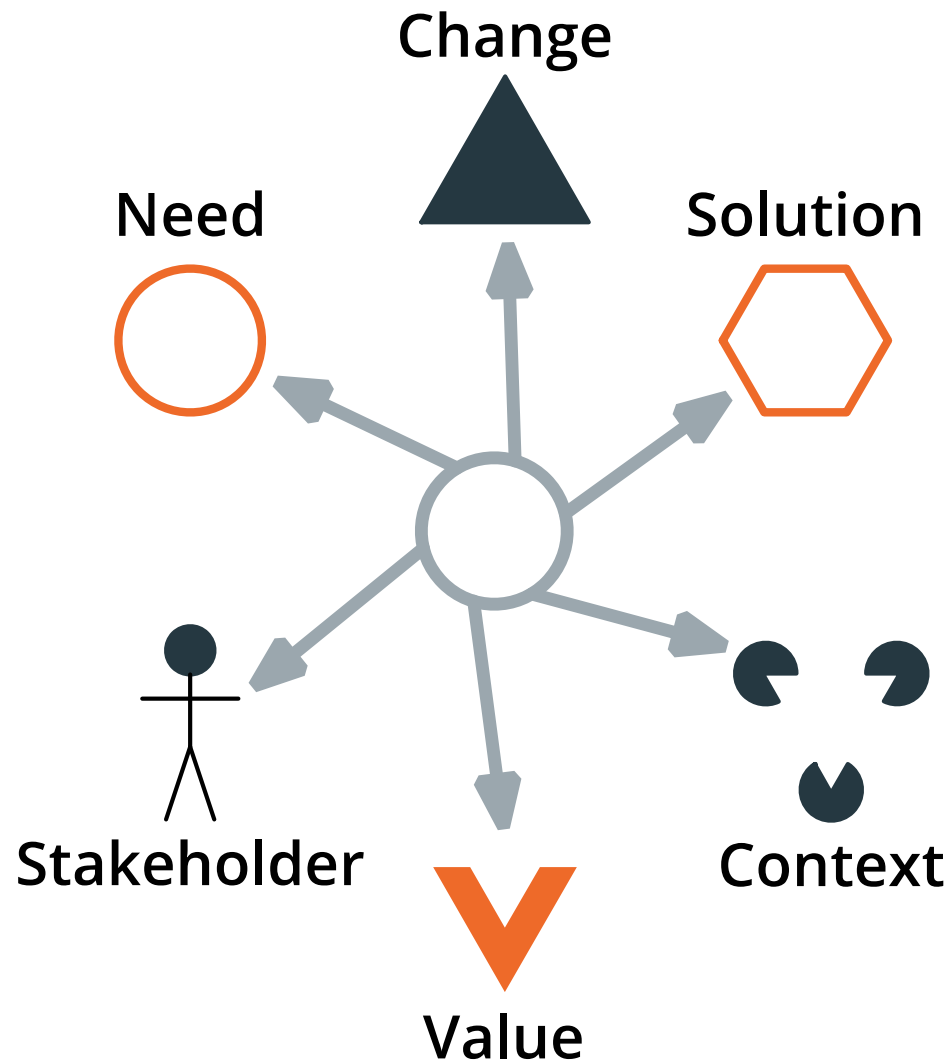
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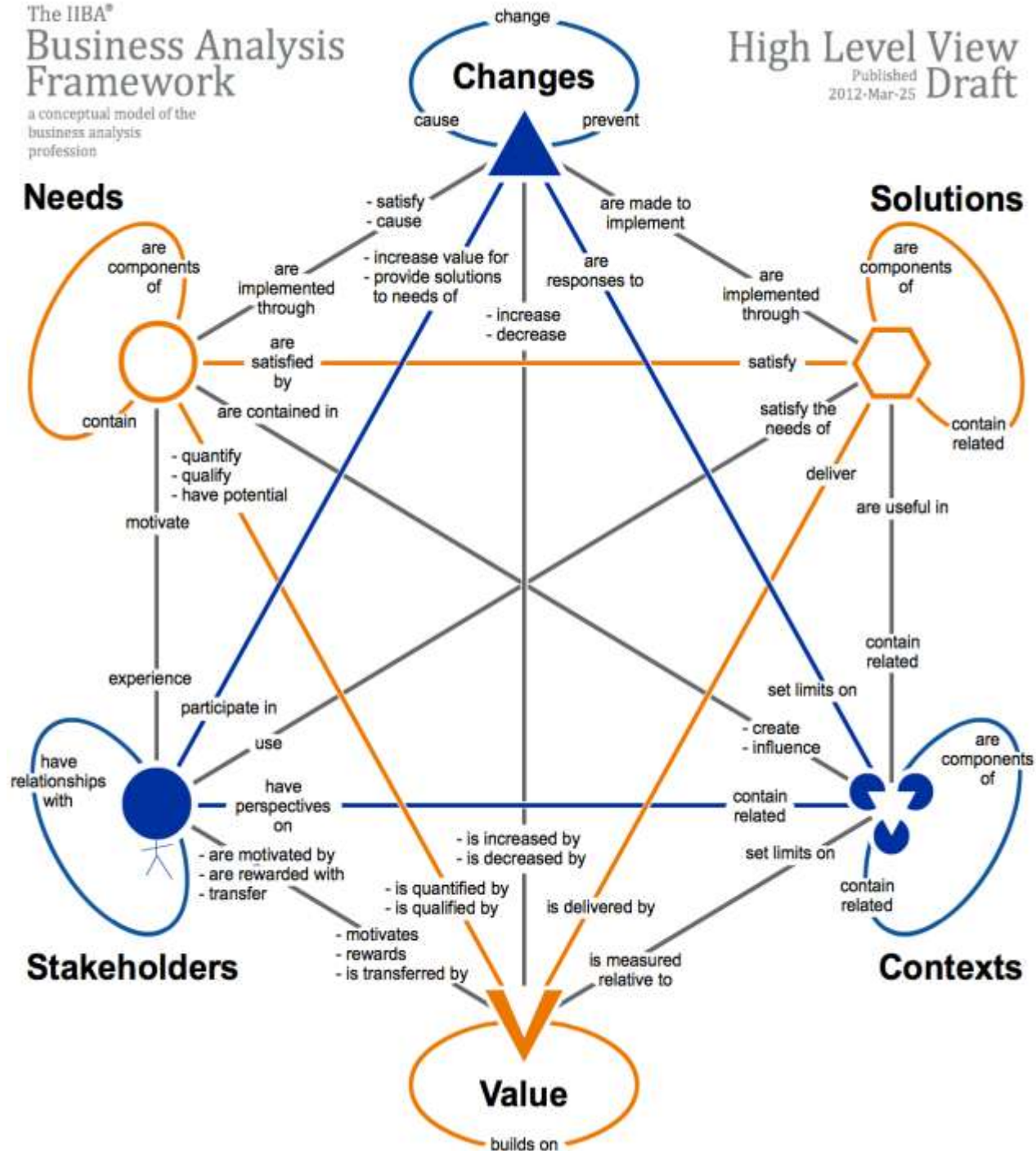
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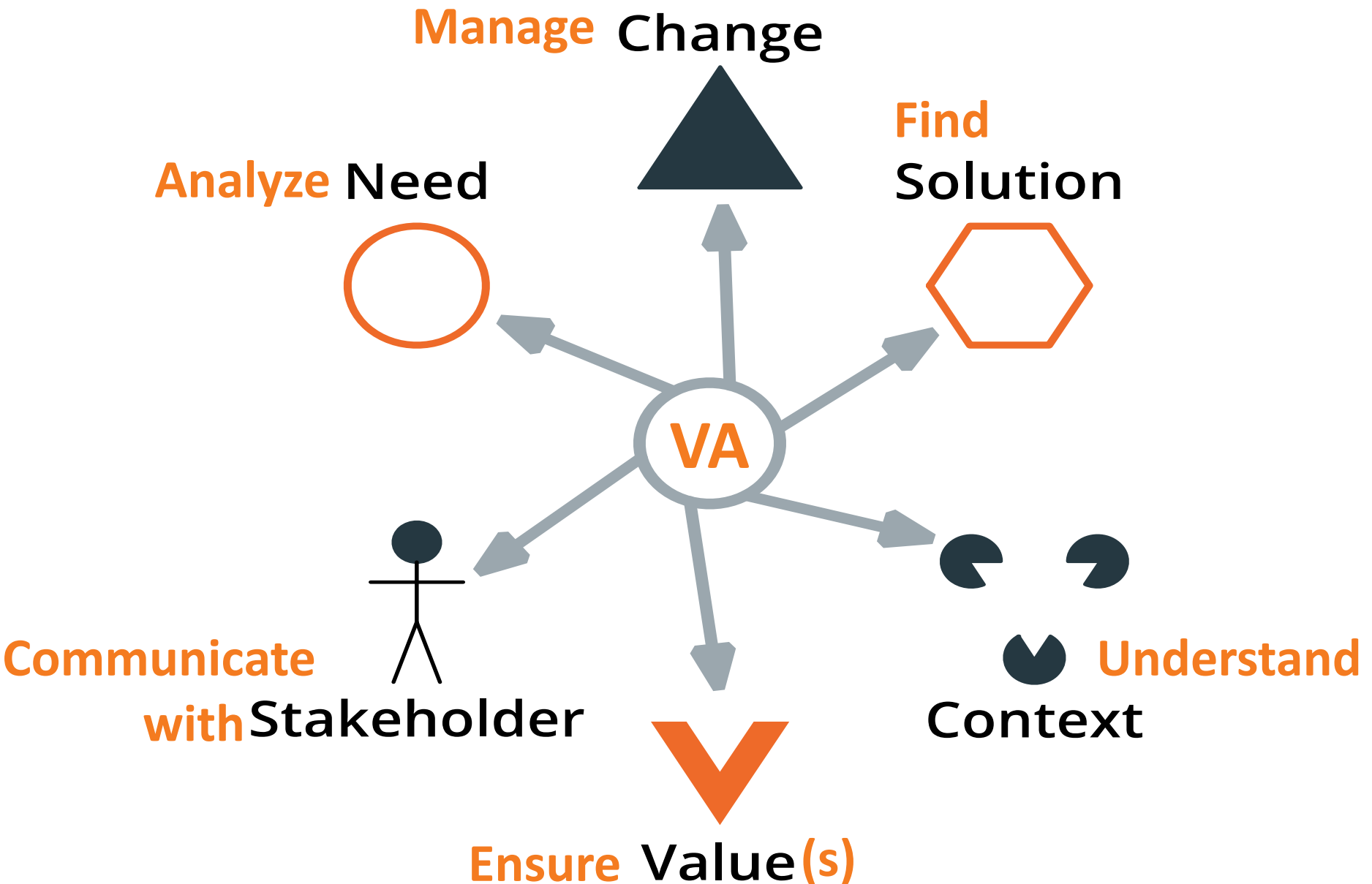
The Business Analysis Framework



Inter- actions



Value Analyst Definition ?



VALUE ANALYST
=
BUSINESS ANALYST
?

