

# Professional Certificate Program in Business Analysis

University Program

Course Outline





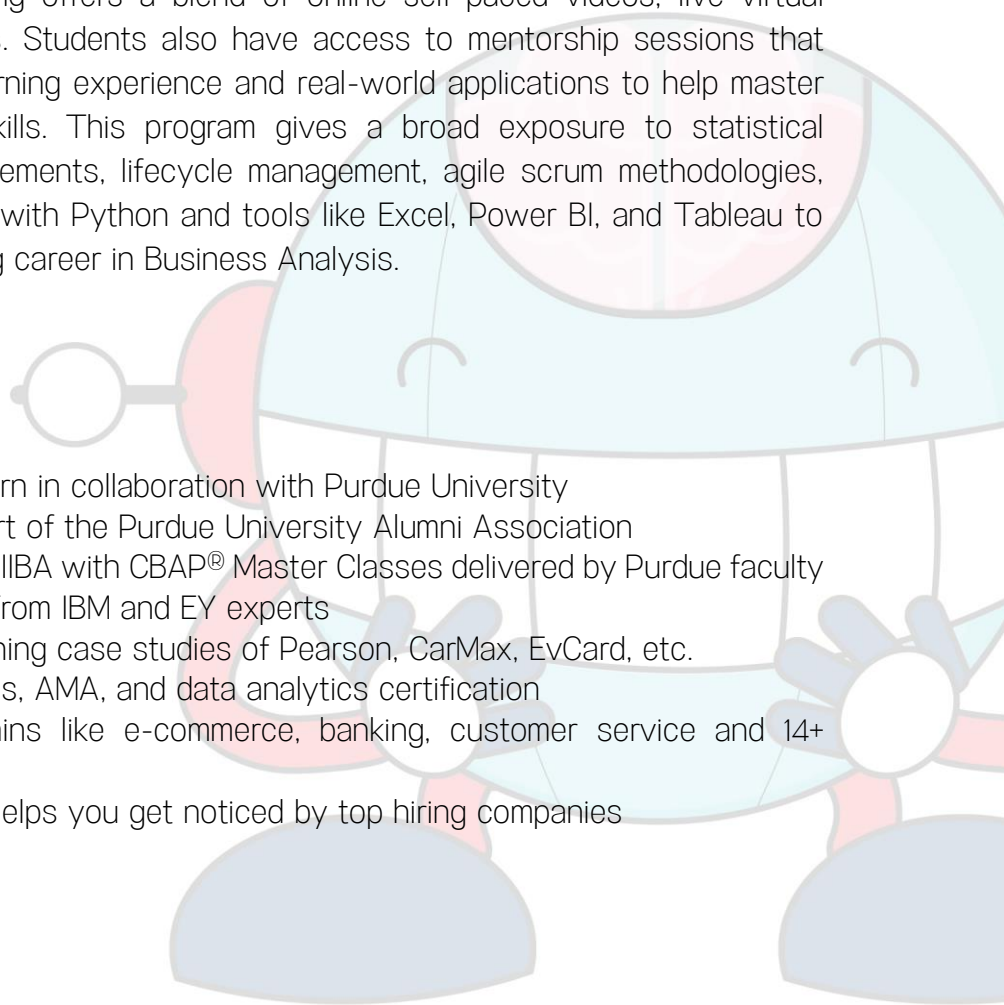
## Course Overview:

Kickstart your career in Business Analysis with the comprehensive Professional Certificate Program in Business Analysis, in partnership with Purdue University. This program provides a complete overview of the Business Analysis domain and prepares you for the role of a Business Analyst with help of practical skills, with real-world case studies, extensive hands-on practicum and masterclasses by IBM and EY industry experts.

This Professional Certificate Program is designed for graduates in any discipline and experienced professionals from diverse backgrounds to provide an extensive business analysis education. This training offers a blend of online self-paced videos, live virtual classes and hands-on projects. Students also have access to mentorship sessions that provide a high-engagement learning experience and real-world applications to help master essential business analysis skills. This program gives a broad exposure to statistical concepts, business analysis elements, lifecycle management, agile scrum methodologies, data analysis and visualization with Python and tools like Excel, Power BI, and Tableau to help prepare you for an exciting career in Business Analysis.

## Key Features:

- Certificate from Simplilearn in collaboration with Purdue University
- Become eligible to be part of the Purdue University Alumni Association
- Earn 35 PDs/CDUs from IIBA with CBAP® Master Classes delivered by Purdue faculty
- Industry Masterclasses from IBM and EY experts
- Harvard Business Publishing case studies of Pearson, CarMax, EvCard, etc.
- Exclusive IBM Hackathons, AMA, and data analytics certification
- Capstone from 3 domains like e-commerce, banking, customer service and 14+ projects
- Simplilearn's JobAssist helps you get noticed by top hiring companies





## About the Professional Certificate Program in Business Analysis in collaboration with Purdue University

Purdue University, a top public research institution, offers higher education at its highest proven value. Committed to student success, Purdue is changing the student experience with a greater focus on faculty-student interaction and creative use of technology.

This Professional Certificate Program in Business Analysis in partnership with Purdue University will open pathways for you in the Business Analysis domain. It relates to virtually every realm of business— from banking to eCommerce to healthcare. Upon completing this program, you will receive a certificate from Simplilearn in collaboration with Purdue University.

## About EY Learning Solutions

In today's testing business environment, with organizational transformation and regulatory change constant features, a flexible and cost-effective workforce is critical. High-quality training is a crucial element of innovative talent management, to improve performance and ensure that your teams can respond to today's challenges and are equipped for career success. We, at EYFAAS, realized this need, and accordingly we have set up a dedicated "Learning Solution" practice to help corporate and practicing professionals to deal with new requirements. FAAS Learning Solutions supplements EY's primary range of services and provide business-specific training solutions for our clients and business communities throughout India, Europe, the Middle East and Africa. This is done with the help of a multidisciplinary team of trainers from around the world. As a globally integrated firm, we bring global insight to our training programs. All training programs are regularly updated to reflect changing trends and guidance. Our practical, relevant, and stimulating courses are facilitated by highly competent trainers who have first-hand knowledge of the subject matter. We recognize that each client will have a different history, size, location and sector; therefore, programs can be tailored to the specific needs of your business.



## Program Eligibility Criteria and Application Process:

Those wishing to enroll in this program, you will be required to apply for admission.

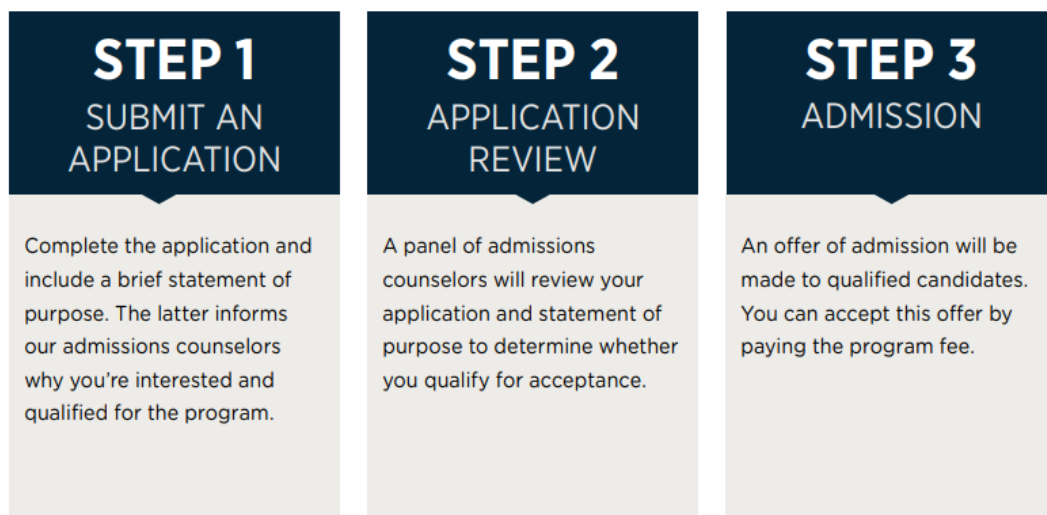
### Eligibility Criteria

For admission to this Professional Certificate Program in Business Analysis candidates:

- Should have bachelor's degree in any discipline with an average of 50% or higher marks
- Can be from programming or non-programming background
- At least two years of professional experience

### Application Process

The application process consists of three simple steps. An offer of admission will be made to the selected candidates and accepted by the candidates by paying the admission fee.





## Talk to an Admissions Counselor

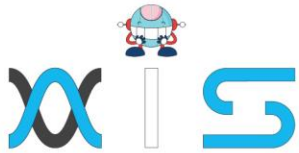
We have a team of dedicated admissions counselors who are here to help guide you in applying to the program. They are available to:

- Address questions related to the application
- Assist with financial aid (if required)
- Help you resolve your questions and understand the program

## Program Outcomes:

- Grasp fundamentals of excel analytics functions and conditional formatting
- Apply statistical tools and concepts like moving average, hypothesis testing, ANOVA and regression to data sets using Excel
- Understand the tools and techniques used in Business Analysis Planning and Monitoring
- Master the concepts of requirements life cycle management
- Gain fundamental knowledge on agile perspective
- Learn to analyze data using Tableau and become proficient in building interactive dashboards
- Master the Agile Scrum project management approach
- Learn to analyze and visualize data to obtain insightful information using Python
- Apply the fundamentals of data science using R
- Utilize the concepts of statistics and mathematical optimization to solve business problems systematically ‘
- Absorb Agile philosophy and gain deep knowledge of Scrum
- Effectively apply Scrum in your organizations
- Gain expertise in Agile Scrum methodologies, Agile Scrum applications, Daily Scrum synchronization, Sprint planning, and review
- Understand Business Analysis Key Concepts and Business Analysis Core Concept Model (BACCM)
- Plan, execute, monitor and track Scrum projects





## Who should enroll in this Program?

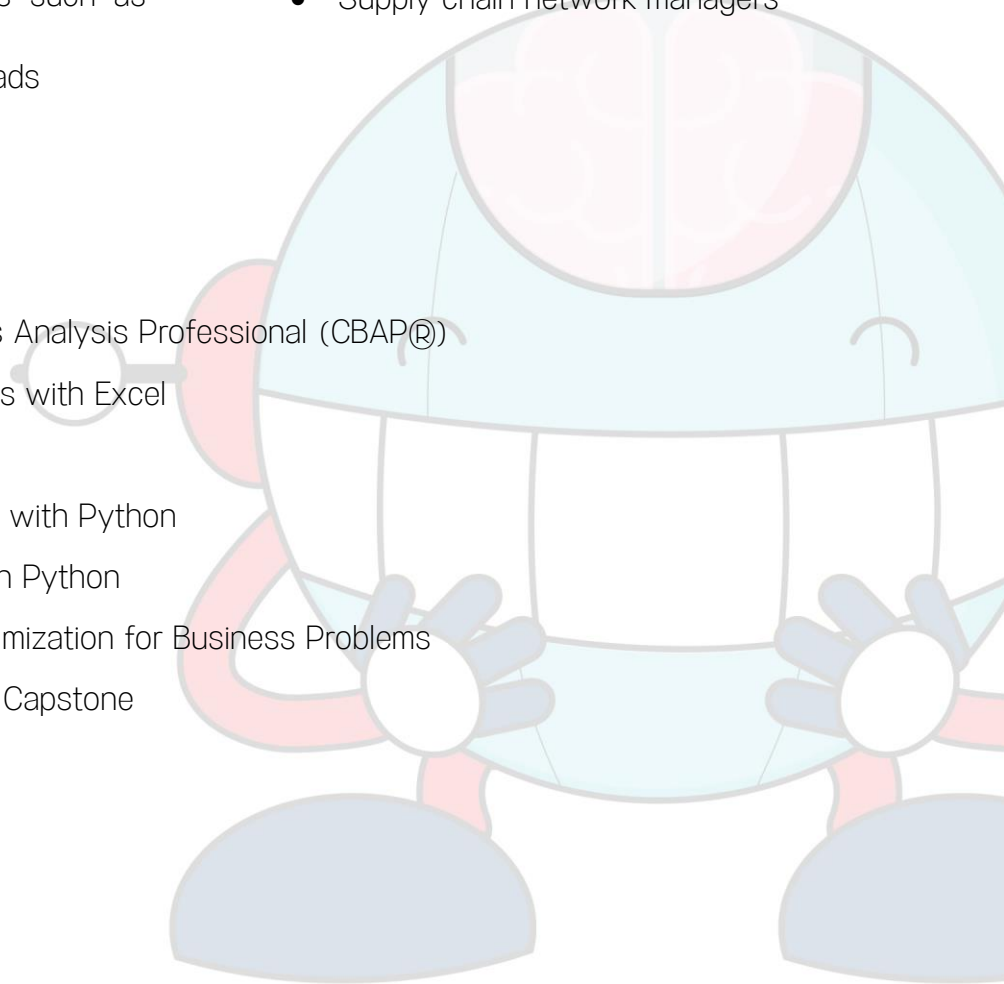
This program caters to graduates in any discipline and working professionals from diverse backgrounds. Candidates need not have any prior experience to enroll for this program.

The program is best suited for individuals seeking the following careers:

- Aspiring Business Analysts - including recent college graduates and those looking for a career change.
- Other positions that are performing business analysis duties such as administrators,
- Managers and project leads
- IT professionals
- Project managers
- Banking and finance professionals
- Marketing managers
- Sales professionals
- Supply chain network managers

## Learning Path:

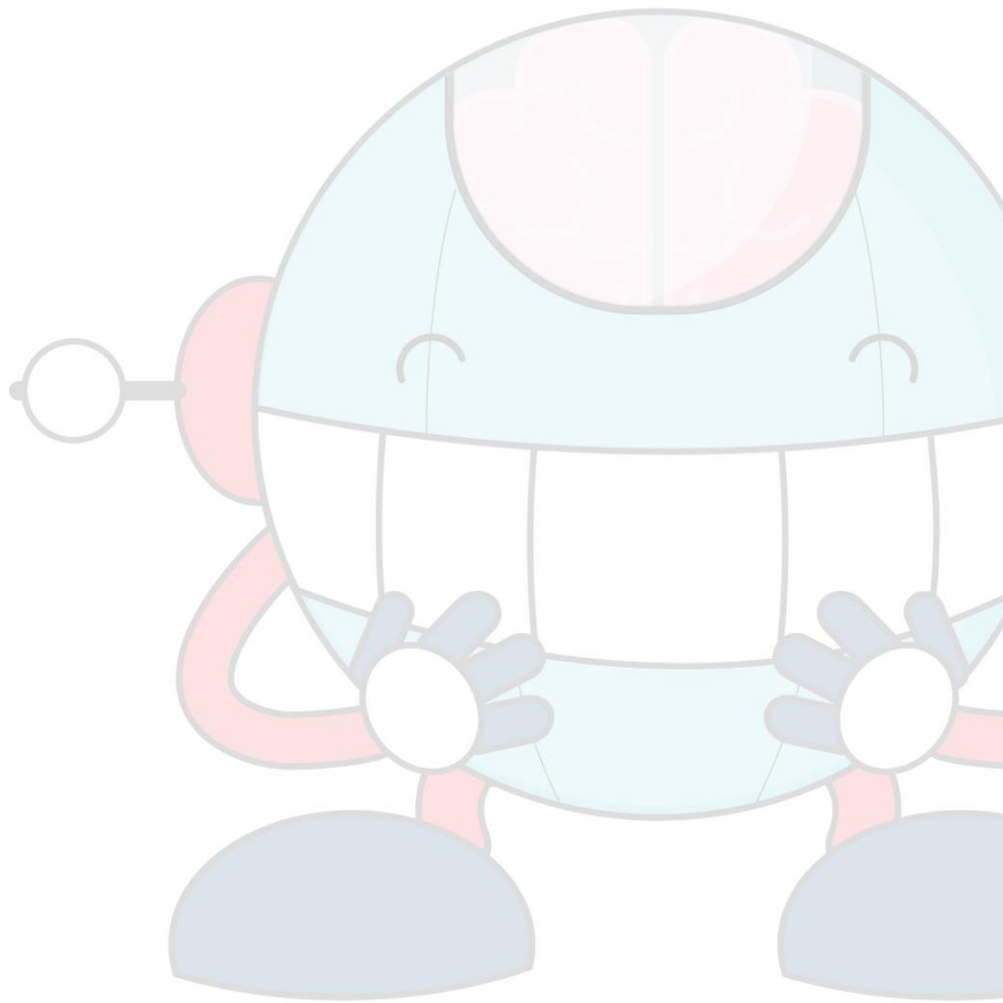
1. Certified Business Analysis Professional (CBAP®)
2. Business Analytics with Excel
3. Tableau Training
4. Data Visualization with Python
5. Data Analysis with Python
6. Mathematical Optimization for Business Problems
7. Business Analyst Capstone

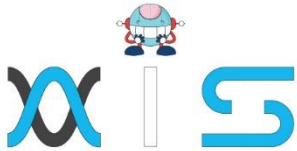




## Electives:

- Purdue University Business Analysis Masterclass
- Business Analysis Industry Masterclass
- Business Analysis Industry Masterclass - EY Agile scrum master
- Power BI Data Science with R
- Digital Transformation
- Course for Leaders





## AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

### Learning Partners



#### SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic alone. The most sought-after courses being offered are ITIL, Project Management Professional (PMP)®, COBIT 5, Six Sigma Yellow Belt, Six Sigma Green Belt, PRINCE2, and organizational skills, among others.



#### Simplilearn

Simplilearn, based in California and India, is the world's #1 online bootcamp and one of the world's the leading certification and training providers. Simplilearn trained over 2,000,000 professionals with 2,000+ trainers and provides over 400 different courses.

### Technology Partner



#### Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

### Partners & Affiliates



PECB

SDI Service Desk Institute

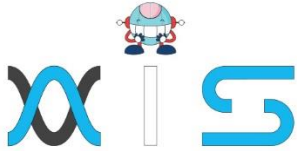
EC-COUNCIL

MIT Massachusetts Institute of Technology



P PURDUE UNIVERSITY





*The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.*

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