1. Beginner Level (Laying the Groundwork)

Focus: Understanding the BA role, tools, and basic documentation.

📝 Topics:

- **Introduction to Business Analysis**
    - Role of a Business Analyst
    - BA vs Developer mindset
    - BA lifecycle (BABOK overview)
    - Tools overview: Jira, Confluence, Lucidchart
- **Stakeholder Management & Communication**
    - Identifying and managing stakeholders
    - Elicitation techniques: interviews, workshops, observation
    - Active listening and communication skills
- **Requirements Engineering (Basics)**
    - Types of requirements (business, stakeholder, solution, functional/non-functional)
    - Writing simple user stories and use cases
    - Acceptance criteria
- **Documentation & Tools Practice (Introductory)**
    - Writing BRDs/FRDs/user stories
    - Creating clean Confluence pages
    - Initial mock documentation project

☑ Beginner Deliverables:

- Sample BRD/FRD
- Stakeholder map
- User story sets

---

2. Intermediate Level (Strengthening Analysis Skills)

Focus: Visual modeling, gap analysis, and Salesforce-specific practices.

📝 Topics:

- **Process Modelling**
    - BPMN and UML basics
    - Flowcharts, activity/swimlane diagrams
    - Practice with Lucidchart/Draw.io
- **Business Process & Gap Analysis**
    - As-is and to-be analysis
    - Root cause analysis (Fishbone, 5 Whys)

- o SWOT and impact analysis
- **Salesforce-Specific BA Skills**
  - o Mapping business needs to Salesforce features
  - o Collaboration with developers/architects
  - o Key Salesforce processes (Leads, Opportunities, CPQ, Service Cloud)
- **Mini Salesforce Project**
  - o Define a mock enhancement
  - o Document requirements, create flows and user stories
  - o Peer review sessions

☑ Intermediate Deliverables:

- BPMN diagrams
- Salesforce business case
- Gap analysis report

---

3. Advanced Level (Real-World Simulation & Case Studies)

Focus: Agile execution, real-life simulations, presentation, and career readiness.

☐ Topics:

- **Agile BA & Team Participation**
  - o Agile vs Waterfall
  - o BA role in Scrum ceremonies
  - o Writing/refining backlog items
  - o Jira/Confluence collaboration
- **Mock Project & Role Play**
  - o Simulated stakeholder interviews
  - o Full BA documentation pack
- **Presentation & Feedback**
  - o Present outcomes to leadership panel
  - o Receive critiques and refine storytelling
- **Career Planning & Final Assessment**
  - o Written/peer/mentor evaluation
  - o Career planning for Salesforce BA, Product Owner, etc.

☑ Advanced Deliverables:

- Complete agile documentation
- Final mock project presentation
- Career roadmap and feedback report

☐ Applies Across All Levels

- Guest speaker sessions (Monthly twice)
- Reading assignments (BABOK, Salesforce BA guides)
- Tool workshops