

# BUSINESS ANALYST MASTER'S PROGRAM

In collaboration with  
**IBM**

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# About the Course

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The Business Analyst tools and techniques are amongst the most sought-after and highly compensated digital economy skills. Accelerate your career with our acclaimed Business Analyst Master's Program, featuring the perfect mix of practical skills, with real-world case studies, extensive hands-on practicum and masterclasses by IBM industry experts.

This Master's Program is a blend of self-paced online videos,

live virtual classes. Mentorship sessions provide you with a high-engagement learning experience and real world applications, helping you master essential Business analysis skills. You will have in-depth exposure to concepts including data analysis, statistics, Agile Scrum methodologies, MS Excel, Tableau, R, Python, and SQL database, preparing you for an exciting career in Business Analysis.



# Key Features

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Masterclasses by industry experts from IBM



Capstone from 3 domains and 11+ projects with Industry data sets from Unilever, Amazon, etc.



Exclusive IBM Hackathons, AMA and data analytics certification



Industry recognized certifications from IBM and Simplilearn



8X higher interaction in live online classes conducted by industry experts



# About IBM and Simplilearn collaboration

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A joint partnership with Simplilearn and IBM introduces students to an integrated blended learning, making them an expert in Business Analysis. The program in collaboration with IBM will make students industry ready for Business Analyst job roles. IBM is a leading cognitive solution and cloud platform company, headquartered in Armonk, New York, offering a plethora of technology and consulting services. Each year, IBM invests \$6 billion in research and development and has achieved five Nobel Laureates, nine US National Medals of Technology, five US National Medals of Science, six Turing Awards, and 10 Inductees in US Inventors Hall of Fame.



## About Simplilearn

Simplilearn is the world's #1 online bootcamp provider that enables learners through rigorous and highly specialized training. We focus on emerging technologies and processes that are transforming the digital world,

at a fraction of the cost and time as traditional approaches. Over one million professionals and 2000 corporate training organizations have harnessed our award-winning programs to achieve their career and business goals.

# Business Analyst Master's Program Outcomes

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Grasp the fundamentals of Excel analytics functions and conditional formatting



Learn to analyze data using Tableau and become proficient in building interactive dashboards



Apply statistical tools and concepts like moving average, hypothesis testing, ANOVA, and regression to data sets using Excel



Master the Agile Scrum project management approach



Understand the tools and techniques used in business analytics planning and monitoring



Gain expertise in Agile Scrum methodologies and applications, daily scrum synchronization, sprint planning, and review



Master the concepts of requirements life cycle management



Understand business analysis key concepts and business analysis core concept model (BACCM)



Gain fundamental knowledge of the agile perspective



Acquire advanced knowledge of identifying, defining, assessing, and completing various elements of business analysis tasks

# Business Analyst Master's Program Outcomes

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Master SQL concepts such as Universal Query Tool (UQT) and SQL command



Absorb agile philosophy and gain deep knowledge of scrum



Plan, execute, monitor, and track Scrum projects



Effectively apply Scrum in your organizations



# Program Eligibility Criteria and Application Process

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A Bachelor's degree in any discipline with basic understanding of mathematics and statistics

## Who Should Enroll in this Program?

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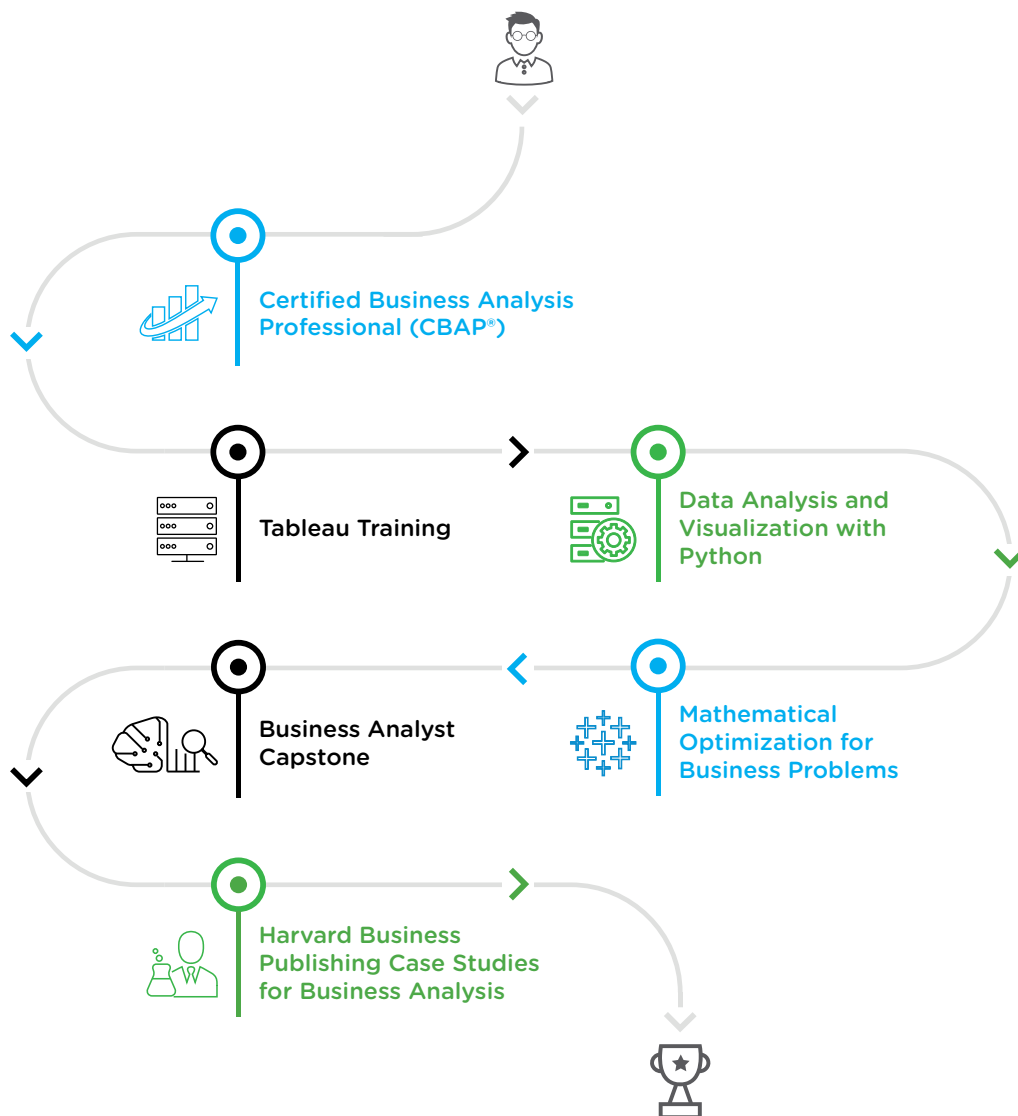
This program caters to working professionals from a variety of industries and backgrounds; the diversity of our students adds richness to class discussions and interactions. Aspiring professionals of any educational background with an analytical frame of mind are most suited to pursue the Business Analyst Master's Program, including.

The following are the few professional profiles that are ideal students for this course:

- ✓ Aspiring Business Analysts - including recent college graduates and those looking to make a career change.
- ✓ Other positions that are performing business analysis duties such as administrators, managers, and project leads.
- ✓ IT professionals
- ✓ Beginners in the data analytics domain
- ✓ Project managers
- ✓ Banking and finance professionals
- ✓ Marketing managers
- ✓ Supply chain network managers



# Learning Path - Business Analyst



## Electives

- Business Analyst Industry MasterClass
- Agile Scrum Master
- CCBA®
- SQL Training
- Data Science with R
- Business Analytics with Excel
- Statistics Essential for Data Science

# Certified Business Analysis Professional

Endorsed Education Provider



This CBAP certification training enables you to master the highest skills of business analysis including advanced documentation, effective planning, and the design of business solutions. Covering the core concept model of business analysis and the six knowledge areas of the BABOK® Guide Version 3, this course prepares you to ace the IIBA-CBAP exam.

## Key Learning Objectives

- ✓ Business analysis planning and monitoring
- ✓ Elicitation and collaboration
- ✓ Requirements life cycle management
- ✓ Strategy analysis
- ✓ Requirements analysis and design definition
- ✓ Business intelligence perspective
- ✓ Business architecture perspective
- ✓ Business process management perspective

## Course curriculum

- ✓ Lesson 01 - Introduction to CBAP certification
- ✓ Lesson 02 - Introduction to BABOK V3
- ✓ Lesson 03 - Business Analysis Planning and Monitoring
- ✓ Lesson 04 - Elicitation and Collaboration
- ✓ Lesson 05 - Requirements Life Cycle Management
- ✓ Lesson 06 - Strategy Analysis
- ✓ Lesson 07 - Requirements Analysis and Design Definition
- ✓ Lesson 08 - Solution Evaluation
- ✓ Lesson 09 - Agile Perspective
- ✓ Lesson 10 - Business Intelligence Perspective
- ✓ Lesson 11 - Information Technology Perspective
- ✓ Lesson 12 - Business Architecture Perspective
- ✓ Lesson 13 - Business Process Management Perspective

# Tableau Training

This Tableau course helps you understand how to build visualizations, organize data, and design charts and dashboards to empower more meaningful business decisions. You'll be exposed to the concepts of Data Visualization, different combo charts, and stories, working with filters, parameters, and sets, and building interactive dashboards.

## Key Learning Objectives

After completing this phase, you will be able to:

- ✓ Become an expert on visualization techniques such as heat map, treemap, waterfall, Pareto
- ✓ Understand metadata and its usage
- ✓ Work with Filter, Parameters, and Sets
- ✓ Master special field types and Tableau-generated fields and the process of creating and using parameters
- ✓ Learn how to build charts, interactive dashboards, story interfaces, and how to share your work
- ✓ Master the concepts of data blending, create data extracts and organize and format data
- ✓ Master arithmetic, logical, table, and LOD calculations

## Course curriculum

- ✓ Lesson 01 - Getting Started with Tableau
- ✓ Lesson 02 - Core Tableau in Topics
- ✓ Lesson 03 - Creating Charts in Tableau
- ✓ Lesson 04 - Working with Metadata
- ✓ Lesson 05 - Filters in Tableau
- ✓ Lesson 06 - Applying Analytics to the worksheet
- ✓ Lesson 07 - Dashboard in Tableau
- ✓ Lesson 08 - Modifications to Data Connections
- ✓ Lesson 09 - Introduction to Level of Details in Tableau (LODS)

# Data Analysis and Visualization with Python

In Collaboration with 

Grow beyond spreadsheet software for data analytics. Perform statistical analyses and create meaningful data visualizations using Python. This course will take you from the basics of Python to exploring many different types of data. You will learn how to prepare data for analysis, perform simple statistical analyses, create meaningful data visualizations and predict future trends from data.

## Key Learning Objectives

- ✓ Learn data analysis with Python
- ✓ Learn how to import data sets, clean and prepare data for analysis
- ✓ Summarize data and build machine learning models using scikit-learn
- ✓ Build data pipelines
- ✓ Learn data visualization libraries in Python namely Matplotlib, Seaborn and Folium.

## Course curriculum

- ✓ Lesson 01 - Data Analysis with Python
- ✓ Lesson 02 - Data visualization with Python

# Mathematical Optimization for Business Problems

In Collaboration with 

Construct optimization models to solve business problems in this course. Learn different aspects of mathematical programming to construct optimization models using IBM Decision Optimization technology in this course.

## Key Learning Objectives

- ✓ Learn how to model and solve optimization model
- ✓ Learn basics of optimization model like data, decision variables, objective functions, and constraints
- ✓ Understand the different type of solutions possible and mathematical programming technique used for optimization

## Course curriculum

- ✓ Lesson 01 - The Big Picture
- ✓ Lesson 02 - Linear Programming
- ✓ Lesson 03 - Network Models
- ✓ Lesson 04 - Beyond simple LP
- ✓ Lesson 05 - Modelling Practice

# Business Analyst Capstone

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Enhance your Business Analysis skills with a hands-on, industry-relevant capstone project, bringing together every course into one portfolio-worthy capstone. This provides high-touch mentoring sessions with expert industry trainers for 8 hours over a span of 4 weeks. This will enhance your Business Analysis skills with hands-on and industry-relevant projects while bringing together every course into one portfolio. The learner will get the option to choose from the following three industries to work on in their Capstone project:

## Online Pantry

A world's leading online e-commerce company is looking at creating a Pantry feature, which would sell daily essential products. This would be an additional enhancement in the current website or app. This would be the company's foray into daily essential products which are regular consumption products and would lead to repeat sales every month.

## E-Fixed Deposits

A world's leading bank currently has a manual option to create bank fixed deposits. The bank users go to the nearest Citibank branch and create a fixed deposit. Citibank has a future vision of being a 100% online bank and wants to do away with all its manual banking processes. They have identified the need to create e-fixed deposits.

## Restaurant Management System

A US celebrity chef has his own chain of restaurants, across different cities in the USA. He wanted to put a new Restaurant Management System to track the day-to-day management of his restaurant.



# Harvard Business Publishing Case Studies for Business Analysis

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Learn Business Analysis concepts with help of real-world case studies authored by HBS professors and other top business school educators. These case studies will help you analyze business situations and different aspects of managerial decision-making to help you solve business problems.

# Course End Projects

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## Project 1:

### Canteen Ordering System for Unilever

Design an online portal for Unilever Canteen that enables employees to order their food online, with the goal of decreasing employee waiting time, reducing food waste, and increasing the chance of getting preferred food items.



## Project 2:

### Library Management System for Stanford

Design a library management software for Stanford University to automate library activities like providing immediate and accurate information regarding any type of book, magazine, and research papers.



## Project 3:

### WhatsApp Pay

Help WhatsApp design a business model to help at least one million users get on board with the WhatsApp Pay feature within the first three months of its launch—with the goal of getting 30 percent of the WhatsApp user base on the service.



## Project 4:

### Hospital Management System for The Mayo Clinic

Design a hospital management system for Mayo Clinic to efficiently manage and coordinate cross-departmental administrative activities like patient records, bed availability, patient billing, and scheduling doctor's appointments.



# Tools and Services Covered

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## PROGRAM ENDORSED BY IIBA:

IIBA is the world's leading professional association that develops and maintains standards for the practice of Business Analysis.

- ✓ Aligned with the standards of IIBA®
- ✓ Obtain 35 IIBA CDUs
- ✓ Prepares you to ace the ECBA, CCBA and CBAP exams

# Elective Course

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## Business Analyst Industry Master Class - IBM

Attend online interactive masterclasses from IBM and get insights about advancements in technology/techniques in Business Analysis.



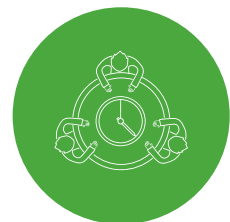
## CCBA®

This Certification of Capability in Business Analysis (CCBA) training course covers the basic skillsets required of business analyst professionals based on the industry standards and benchmarks of the International Institute of Business Analysis (IIBA®) and others. You'll become proficient in recognizing the needs of a business so that the most applicable solutions can be identified and implemented, and produce reliable quality results with increased efficiency and consistency.



## Agile Scrum Master

This Agile Scrum Master online training introduces you to the best practices of Agile and the nuances of the Scrum methodology. Master the Agile Scrum project management approach and enhance your ability to develop and deliver quality products to customers. Use this popular methodology to maximize business value while mitigating potential risks.



## SQL Training

This course gives you all the information you need to successfully start working with SQL databases and make use of the database in your applications. Learn to correctly structure your database, author efficient SQL statements, and clauses, and manage your SQL database for scalable growth.



## Data Science with R

This course enables you to take your data science skills into a variety of companies, helping them analyze data and make more informed business decisions. The course covers data exploration, data visualization, predictive analytics, and descriptive analytics techniques with the R language. Learn about R packages, how to import and export data in R, data structures in R, various statistical concepts, cluster analysis, and forecasting.



## Business Analytics with Excel

Boost your analytics career with powerful new Microsoft Excel skills. This business analytics training will equip you with all the concepts and hard skills required for a strong analytics career basis. You'll learn the basic concepts of data analysis and statistics, helping promote data-driven decision making.



## Statistics Essential for Data Science

Make effective decisions using data with help of statistics. This course will cover basic concepts of statistics like descriptive statistics, hypothesis testing, and regression.

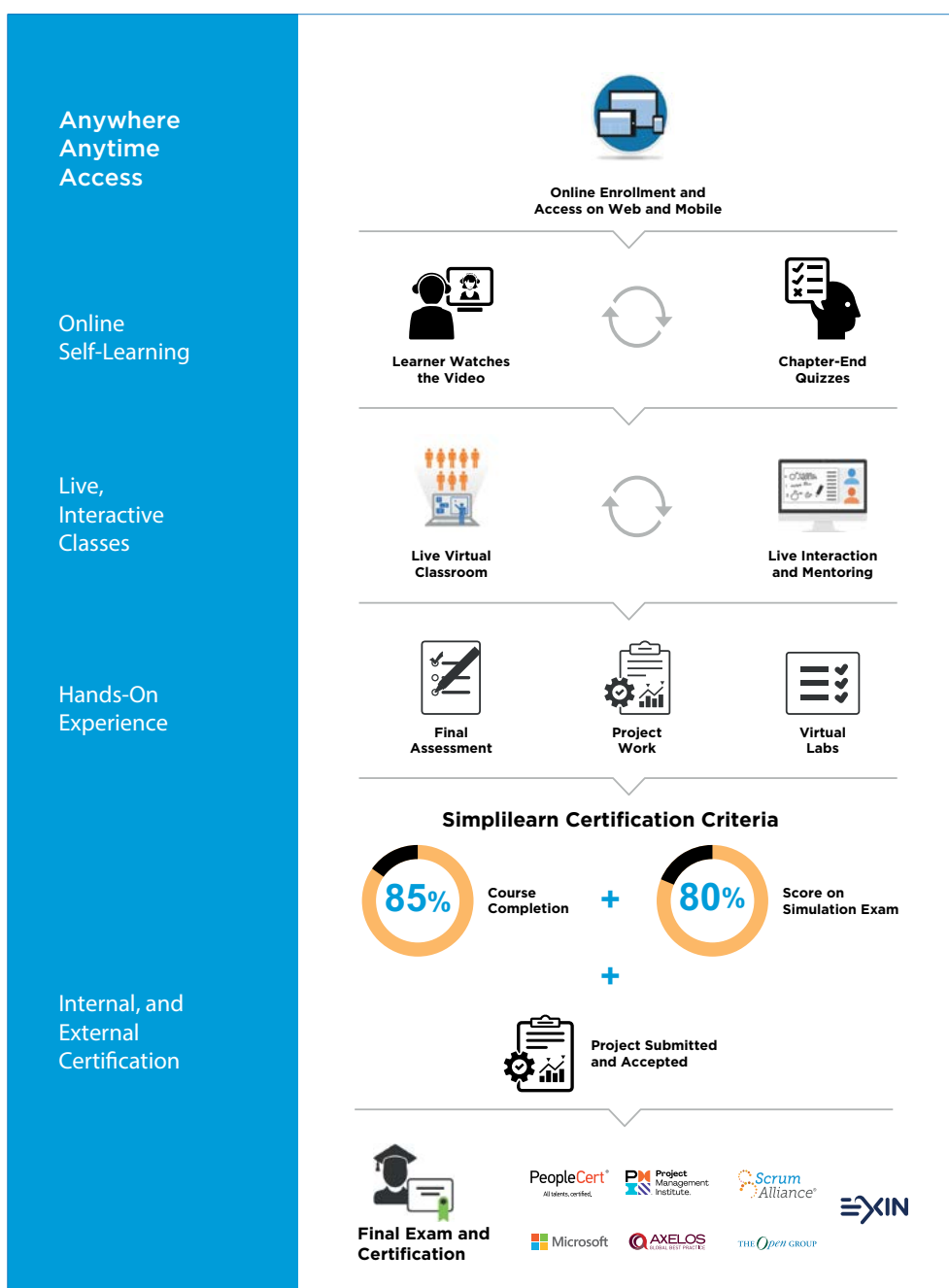


# Certificates



Upon completion of this Master's Program, you will receive certificates from IBM and Simplilearn in the Business Analyst courses in the learning path. These certificates will testify to your skills as an expert in Business analysis. Upon program completion, you will also receive an industry-recognized Master's Certificate from Simplilearn.

# Classroom-Level Immersion: Delivered Digitally





# Customer Reviews

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## Prakash Rajiv

Business Analyst at doodleblue Innovations

I am doing the Business Analyst Master course from Simplilearn. It is a really wonderful experience with the trainers and LMS. I can learn according to my time and pace. Overall the course is really wonderful.



## Jagadeshwari Srinivasan

Senior Program Director @Ness Technologies

I liked the concept of online learning. The training delivery is seamless and flawless - Thanks! Keep up the good work. I especially like the fact that the arguments are explained in detail, so that participants who are interested in the understanding can get an important contribution to their knowledge enhancement.



## Musheer Ahmed Shaik

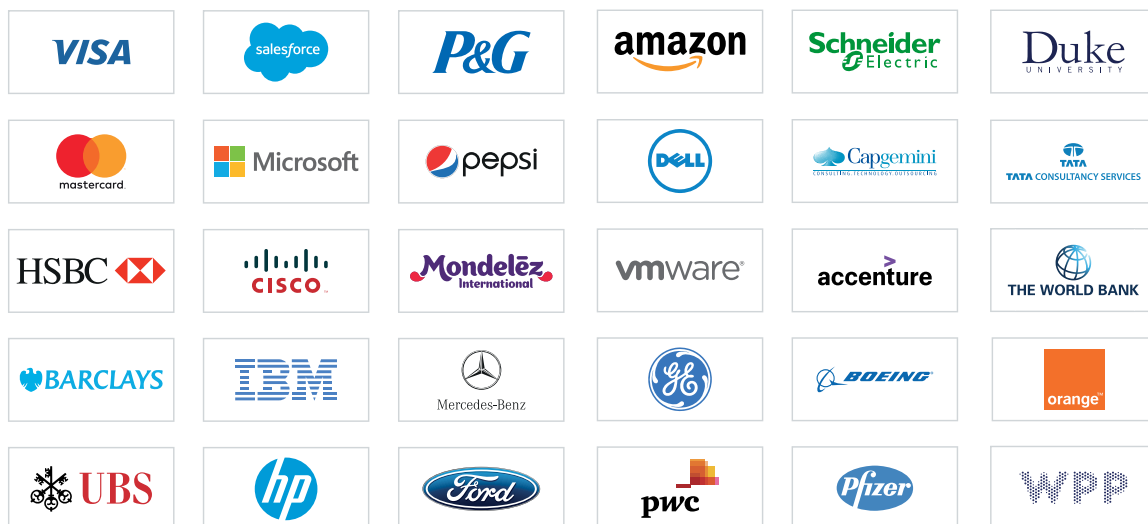
Project Manager @Wipro

The program is excellent, and well designed for Project Managers. All the topics are well covered, and the added advantage is we get support from the professionals.



# Corporate Training

## Top clients we work with:



## Features of Corporate Training:



Tailored learning solutions



Flexible pricing options



Enterprise-grade learning management system (LMS)



Enterprise dashboards for individuals and teams



24X7 learner assistance and support

# Advisory board member

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## Tim Jerome

### Project Management Expert and Evangelist

Tim Jerome is an international project management expert with over 15 years of experience at companies like Intel and Digital Network Services. A former president of the PMI Rio Grande Chapter, Tim is also a PMP instructor with over 10 years of experience in addition to his extensive project management consulting experience.



## Bryan Campbell

### President at 7 C's Consulting and Agile Project and Program Manager

Bryan Campbell is a highly respected Agile Coach and Project Manager with more than 25 years of experience managing projects, programs and PMOs around the world. He specializes in agile transformation for enterprise, scale PMOs.

# Advisory board member

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## Jeff Allen

Project Management and Agile Expert,  
Consultant, Author

Jeff Allen is a highly regarded project management and Agile expert with more than 15 years of experience at large companies like Compaq and HP. As an Agile Coach, he has mentored over 5000 professionals globally.



## Nadine Miller

Business Analysis Instructor

Nadine is an experienced business analyst known for successfully gathering critical data and requirements, then analyzing and processing it to generate actionable results. Nadine is certified in CBAP by IIBA.



## USA

Simplilearn Americas, Inc.  
201 Spear Street, Suite 1100, San Francisco, CA 94105  
United States  
Phone No: +1-844-532-7688

## INDIA

Simplilearn Solutions Pvt Ltd.  
# 53/1 C, Manoj Arcade, 24th Main, Harlunkunte  
2nd Sector, HSR Layout  
Bangalore - 560102  
Call us at: 1800-212-7688