

# IIBA – Student Engagement Program

A partnership between IIBA® Cincinnati  
Chapter and Northern Kentucky University

March, 2016










# OVERVIEW

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- The IIBA® Cincinnati Chapter's plan is intended to
  - Create a partnership between IIBA®, IIBA® Cincinnati Chapter and Northern Kentucky University(NKU).
  - Enhance learning of business analysis by Business Informatics students through academic study.
  - Provide students opportunities to interact with practicing business analyst who will share their real-world, practical experiences.



# OVERVIEW

<p><b>Key Partners</b> </p> <p>IIBA</p> <p>IIBA Cincinnati Chapter</p> <p>NKU – College of Business Informatics</p> <p>NKU – Student Advisor Office</p>	<p><b>Key Activities</b> </p> <p>NKU will enroll in the IIBA Academic Membership program.</p> <p>IIBA Cincinnati Chapter will provide a 3 tiered BA engagement program.</p> <p>NKU will provide a facility for program events.</p> <p>IIBA &amp; NKU will promote the program to increase participation.</p>	<p><b>Value Propositions</b> </p> <p>Students will learn industry recognized business analysis practices and skills.</p> <p>Students will learn professional skills which they can apply towards starting and sustaining a successful career.</p> <p>Students will make lasting connections with professionals in the business community.</p> <p>NKU will be able to transition students into the workplace with additional skills.</p> <p>IIBA will be able to provide opportunities for members to build their mentoring and leadership skills.</p> <p>IIBA will be able to spread their message and increase interest in the business analysis profession and the IIBA.</p>	<p><b>Customer Relationships</b> </p> <p>Retain participation by offering valuable information that does not overlap with coursework but does provide relevant content that students can apply towards their careers.</p> <p>Gain interest by promoting the program to students who participate in relevant coursework.</p>	<p><b>Customer Segments</b> </p> <p>NKU Business Informatics Students - Graduate and Undergraduate Students</p>
<p><b>Cost Structure</b> </p> <p>With enrollment in the IIBA Academic Membership Program, students, faculty and staff may join IIBA for free.</p> <p>Membership in IIBA Cincinnati Chapter and participation in the program and Chapter meetings is free while the student is enrolled in the University.</p> <p>The program will be volunteer based, IIBA will not pay members for participation.</p>	<p><b>Revenue Streams</b> </p> <p>No changes to the IIBA and NKU revenue streams will be needed, however the IIBA may realize revenue if chapter membership is attained by students after graduation.</p>			
<p><b>Key Resources</b> </p> <p>DR. Frank Braun, Dept. Chair, NKU</p> <p>Marge Kirkpatrick, President, IIBA Cincinnati</p> <p>NKU Professors &amp; Students</p> <p>IIBA Cincinnati Members</p> <p>Jas Phul, Director, IIBA, Academic Membership</p>			<p><b>Channels</b> </p> <p>IIBA Channels include:</p> <ul style="list-style-type: none"> <li>- Chapter Website</li> <li>- Chapter Meetings</li> </ul> <p>NKU Channels include:</p> <ul style="list-style-type: none"> <li>- NKU Website</li> <li>- Emails</li> <li>- Referrals</li> </ul>	



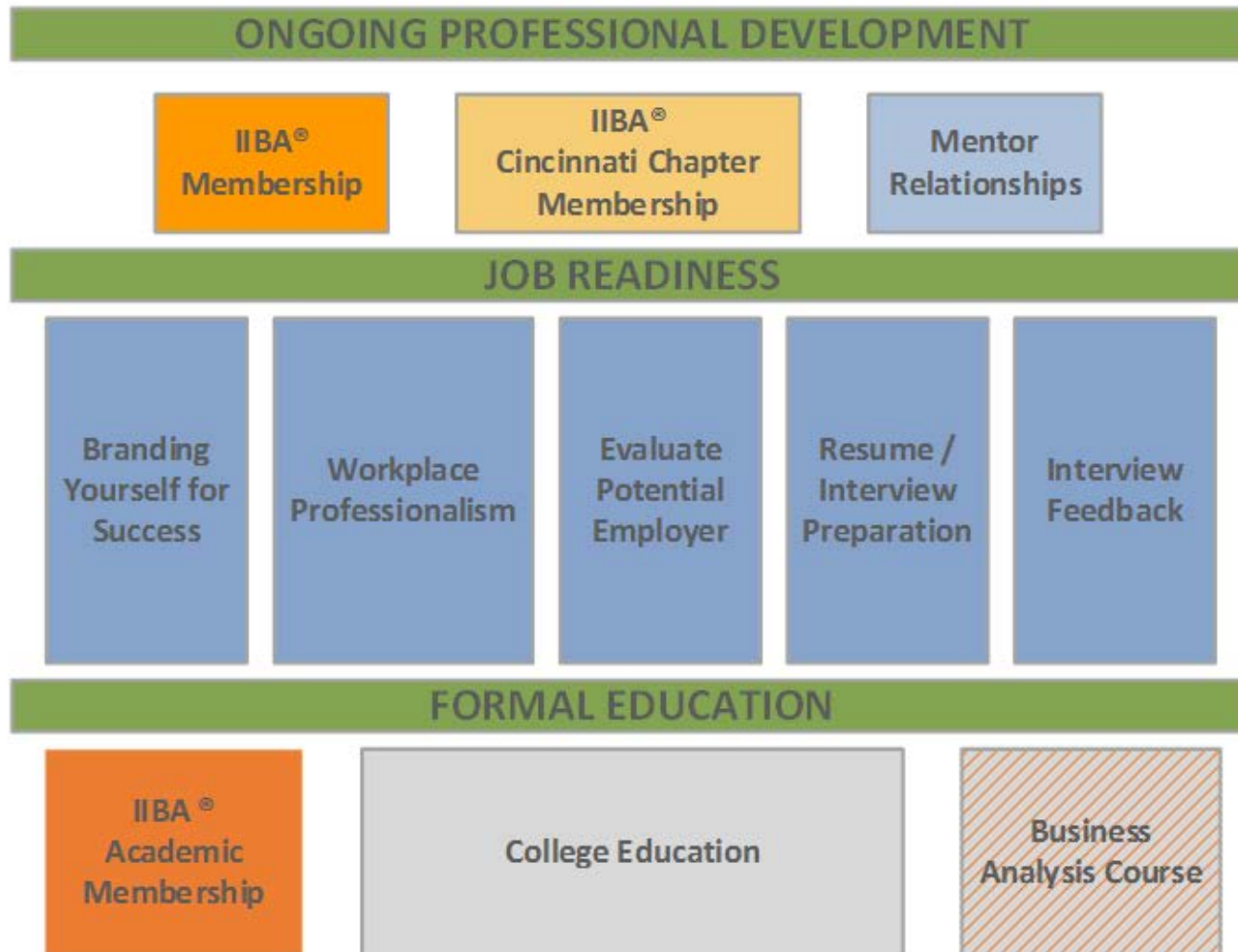
# PILLARS FOR SUCCESS

# PILLARS FOR SUCCESS - Overview

- **First Tier: Formal Education**
  - College Education, provided by NKU
  - Course or courses that collaborate with IIBA through and IIBA® Academic Membership
  - Business Analysis Course, IIBA approved syllabus
- **Second Tier: Job Readiness**
  - 5 sessions, focused on student readiness to seek and obtain a job.
- **Third Tier: Ongoing Professional Development**
  - Memberships in IIBA and IIBA Cincinnati Chapter
  - Mentor-mentee relationship with practicing business analyst.



# Pillars for Success



# ROADMAP



# IIBA® ACADEMIC MEMBERSHIP

- Program – The University is encouraged to enroll with the IIBA as an Academic Member.
  - As a member, the University will have access to all IIBA resources, including assistance with development of appropriate business analysis course material based on industry recognized standards.
  - As the University courses align with the IIBA program, students may receive an Academic Certification for completion of one course or a Business Analysis Diploma for completion of the entire program.
  - University is required to maintain ten individual IIBA memberships, for students, faculty or staff, each academic year.



# BUSINESS ANALYSIS COURSE

- Program - A course focusing on the business analysis practice:
  - as defined by IIBA, and
  - documented in *A Guide to the Business Analysis Body of Knowledge®(BABOK® Guide)*.
- Content:
  - Business Analysis Key Concepts
  - Business Analysis Planning and Monitoring
  - Elicitation and Collaboration
  - Requirements Life Cycle Management
  - Strategy Analysis
  - Requirements Analysis and Design Definition



# BUSINESS ANALYSIS COURSE

- Content ( *Continued* ):
  - Solution Evaluation
  - Underlying Competencies, Techniques
  - Perspectives
- Duration: One Semester
- Location: NKU campus
- Certification: IIBA Level 1 Certification



# JOB READINESS

- Program - IIBA<sup>®</sup> Cincinnati Chapter members will:
  - present information for each session's topic
  - provide resources for both individual and group mock interviews and individualized feedback for the students.
  - provide a mentor to coach students throughout the duration of the program.
- Content:
  - Branding yourself for Success
  - Workplace Professionalism
  - Evaluate Potential Employers
  - Resume/Interview Preparation
  - Practice Interviews
  - Interview Feedback



# JOB READINESS

- Duration: 5 Sessions over a 4 month period
- Location: NKU campus
- Date/Time: TBD



# PROFESSIONAL DEVELOPMENT

- Program - Students participate:
  - as members of IIBA and IIBA Cincinnati Chapter,
  - by attending Chapter meetings to further their professional development and networking,
  - supplemented by new or on-going mentor-mentee relationships.
- Location:
  - Chapter meetings are held at various locations through Greater Cincinnati.
  - NKU will host satellite meetings on campus.
  - Several Chapter members will be present at NKU Satellite meetings.
- Duration: Ongoing; one year membership terms.



# PROFESSIONAL DEVELOPMENT

- Guidelines:
  - Chapter Members must qualify and adhere to any guidelines established by the educational institution for volunteers.
  - The Chapter and Institution shall establish a person or group of persons to provide oversight of the mentoring relationship
    - Face-to-face meetings
    - Review material
    - Review conversations between mentor and mentee.
    - Provide guidelines
  - Each participant in the mentorship shall have the right to request overseer participation at any time.
  - It is best practice for face-to-face meetings between student and the BA mentor to occur on the institutions premises, in public facilities.



# Further Program Information

Follow the links below to find additional information or to contact IIBA Cincinnati Chapter.

- <https://cincinnati.iiba.org/student-engagement-program>
- [sep@cincinnati.iiba.org](mailto:sep@cincinnati.iiba.org)

