

BAEC Course Outline

What you will learn

The Business Analysis Essentials With AI Certified (BAEC™) course builds upon foundational knowledge, focusing on practical tools and real-world application. It covers requirement gathering, process modeling, documentation techniques, and basic stakeholder management. This certification is suitable for early-career Business Analysts and professionals who want to apply analysis in project environments.

The courseware and preparation tools required for the certification exam will be available online on BALearning.com. An online unproctored exam will be conducted at the end of the course.

Business Analysis Essentials with AI Certified Certification classroom/virtual trainings or E-learning course are also offered by BALearning™ approved Authorized Training Partners (A.T.P.s). All trainers are highly experienced and accredited by BALearning™. Course fee includes the certification exam fee. Participants will be awarded 'Business Analysis Essentials with AI Certified' certificate from BALearning™ on successfully passing the exam.

The aim of the BAEC course is to:

- Explain and apply the core principles, aspects, and framework of the Business Analysis Reference Guide (BARG™) in real-world business scenarios.
- Demonstrate foundational Business Analysis competencies such as identifying needs, engaging stakeholders, gathering requirements, and developing basic solution designs.
- Develop business analysis artifacts including problem statements, stakeholder lists, analysis plans, and requirements documentation aligned with BARG™ practices.
- Perform exam-level reasoning and practice tasks to confidently prepare for the BAEC certification examination.

Audience Profile

This course and exam are available for free to anyone interested in learning more about Business Analysis. However, this course is highly recommended for everyone in a company who works in a Business Analysis Team or anyone who interacts with any Business Analysis Team. This will also be very useful for those who are interested in understanding the basics of Business Analysis and how it can be used effectively. So, this course is suitable to anyone aspiring to become a Business Analyst, early-career professionals, or those transitioning into analysis roles.

Prerequisites

There is no formal prerequisite for this certification. However, it is preferable to complete the Business Analysis Fundamentals with AI Certified (BAFC) certification before applying for higher level Business Analysis certifications.

It is also highly recommended to take free BAFC training provided by a BALearning™ or BALearning™ approved Authorized Training Partner (A.T.P.).

What is included

- High quality videos, study guides, chapter tests, and case study
- High quality hands-on training using role-plays and case-studies
- Course fee includes certification exam fee
- Complimentary copy of the BARG™ Guide

Examination Format

- Multiple choice
- 75 questions per exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 90 minutes duration
- Proctored online exam
- Current pass rate: 94%

Course Outcomes

By the end of this course, participants will be able to:

- Explain the fundamental concepts, principles, and framework of the Business Analysis Reference Guide (BARG™) and its relationship to other business analysis bodies of knowledge.
- Apply the core principles of business analysis—such as value focus, collaboration, analytical thinking, and continuous improvement—to real-world organizational contexts.
- Analyze the various aspects influencing business analysis, including organization, justification, risk, quality, and reporting, to ensure effective project and business outcomes.
- Develop a structured Business Analysis Setup, including vision, stakeholder identification, and policies, leveraging AI-enabled tools where appropriate.
- Initiate business analysis activities by identifying, receiving, and validating business needs while forming a cohesive analysis team and stakeholder network.
- Design and plan business analysis stages and stakeholder engagement strategies using structured templates and solution frameworks.

- Implement business analysis processes through effective requirements gathering, validation, and solution design aligned with BARG™ standards.
- Evaluate and enhance business analysis performance through retrospection, feedback integration, and application of continuous improvement tools and metrics.
- Integrate ethical considerations and contextual adaptability into all stages of business analysis to ensure responsible, sustainable, and inclusive decision-making.

Course Methodology

- We promise a highly engaging course that ensures high retention of concepts and theories.
- Students are encouraged to work through the concepts rather than just listen to them—this provides better internalization and retention.
- Students work through a case study to simulate product development using the Business Analysis Framework.

Course Outline

1. Introduction

- Introduction to Business Analysis Reference Guide (BARG™)
- Overview of Business Analysis
- Purpose of the Business Analysis Reference Guide
- BARG™ vs. Other Business Analysis Books or Bodies of Knowledge
- Framework of the Business Analysis Reference Guide
- How to Use the Business Analysis Reference Guide?
- Business Analysis Principles
- Business Analysis Aspects
- Business Analysis Processes

2. Principles

- Introduction to Principles
- Value Focus
- Collaboration
- Holistic and Analytical Thinking
- Context Adaptation
- Continuous Improvement
- Ethical Considerations

3. Aspects

- Introduction to Aspects
- Organization
- Business Justification

- Business Analysis Approach
- Change
- Risk
- Quality
- Reporting

4. Setup

- Introduction to Setup
- Create Business Analysis Vision
- Identify Business Analyst(s) and Stakeholders
- Setup Business Analysis Policies
- Determine AI-enabled Business Analysis Tool (optional)

5. Initiate

- Introduction to Initiate
- Identify Business Analysis Needs
- Receive Business Analysis Needs
- Accept Business Analysis Needs
- Finalize Business Analysis Team and Stakeholders

6. Plan

- Introduction to Plan
- Determine Solution Templates
- Determine Stages and Stakeholder Engagement

7. Implement

- Introduction to Implement
- Gather Requirements and Create Designs
- Refine and Validate Requirements and Designs
- Create Solutions and Obtain Approval

8. Enhance

- Introduction to Enhance
- Retrospect and Improve
 - **Inputs** – Business Analyst(s)*, Business Analysis Team*, Sponsor(s)*, Stakeholders*, Business Analysis Policies*, Completed Business Analysis Artifacts*, Performance Metrics and KPIs*, Senior Management, Stakeholder Feedback, Risk Logs, Change Logs
 - **Tools** – Retrospective Meetings and Discussions*, Review of Business , Analysis Policies*, Collaboration Tools*, Retrospect or Feedback Forms, Survey and Polling Tools, Performance Tracking Tools, Root Cause Analysis, Gap Analysis, AI-enabled Business Analysis Tool

- **Outputs** – Updated Business Analysis Policies*, Reusable Templates*, Updated AI-enabled Business Analysis Tool, Training Requirements, Actionable Improvement Plan

About BALEarning™

BALEarning™, a brand of VMEdU, Inc., is a global leader in Business Analysis education and certification. We created the Business Analysis Reference Guide (BARG™)—a practical, accessible, and scalable framework designed to help organizations and professionals implement effective Business Analysis across industries and project types.

Our mission at BALEarning™ is to empower individuals and organizations by simplifying the learning and application of Business Analysis. Whether you are new to the field or an experienced practitioner, our goal is to make Business Analysis engaging, relevant, and results-driven.

With a presence in over 50 countries and a network of 2,000+ Authorized Training Partners, BALEarning™ is transforming the way professionals approach Business Analysis. Our ecosystem includes free access to learning resources, practical AI-enabled tools, and advanced certification programs that enable learners to apply their knowledge in real-world environments.

BALEarning™ is proud to be part of the larger VMEdU family, which includes respected brands such as ScrumStudy.com, KanbanStudy.com, and OKRStudy.com. With more than 2 million students and a LinkedIn community of over 300,000 members, we are dedicated to making business success achievable for everyone.

Our key certifications include Business Analysis Fundamentals with AI Certified (BAFC), Business Analysis with AI Certified (BAAIC), Business Analysis Essentials with AI Certified (BAEC), Business Analysis Professional with AI Certified (BAPC), Business Analysis Leader with AI Certified (BALC), and Business Analysis Consultant with AI Certified (BACC).

BALEarning™ Certification Hierarchy

BALEarning™ certified professionals enable organizations to make better decisions, streamline processes, and deliver business outcomes that enhance efficiency and return on investment. With strong knowledge of Business Analysis principles, certified individuals can effectively handle real-world challenges such as stakeholder engagement, requirements management, and strategic alignment.

While most BALEarning™ certifications do not have strict prerequisites, following the recommended certification hierarchy supports logical progression and long-term success. The diagram below illustrates a clear pathway—starting with core fundamentals and advancing toward specialized and consultant-level expertise.

