

BALC Course Outline

What you will learn

The Business Analysis Leader with AI Certified (BALC™) course is tailored for seasoned professionals who are responsible for designing solutions, facilitating stakeholder engagement, and optimizing organizational performance through Business Analysis. It focuses on advanced techniques, decision modeling, and cross-functional communication—enabling analysts to lead large, cross-departmental projects.

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 Leader 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 Leader with AI Certified' certificate from BALEarning™ on successfully passing the exam.

The aim of the BALC 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 BALC certification examination.

Audience Profile

This certification is ideal for senior Business Analysts, solution designers, and professionals leading strategic, cross-functional initiatives within their organizations.

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
- 120 questions per exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 150 minutes duration
- Proctored online exam
- Current pass rate: 96%

Course Outcomes

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

- Explain the purpose, structure, and value of the Business Analysis Reference Guide (BARG™) and compare it with other Business Analysis bodies of knowledge.
- Apply core Business Analysis principles—including value focus, collaboration, ethical practice, and continuous improvement—to real-world business scenarios.
- Analyze and manage key Business Analysis aspects such as organization, business justification, change, risk, quality, and reporting using the BARG™ framework.
- Implement the complete Business Analysis lifecycle by executing the Setup, Initiate, Plan, Implement, and Enhance phases effectively.
- Gather, validate, and deliver business requirements and solution designs while ensuring stakeholder engagement and approval.
- Evaluate and improve Business Analysis practices through retrospectives, performance metrics, feedback loops, and alignment with Scrum, Kanban, and OKRs.
- Enhance Business Analysis practices through continuous improvement, updating policies, templates, AI-enabled tools, and training needs while producing actionable improvement plans that elevate future performance.

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
- Appendix A
 - Alignment of the Business Analysis Framework with Scrum
 - Alignment of the Business Analysis Framework with Kanban
 - Alignment of Business Analysis Framework with OKRs (Objectives and Key Results)

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.

