

Bringing you the
best in Architect
Education!



BUSINESS ARCHITECTURE CLASS

GROWING THE SKILLS YOU
NEED FOR CLIENT SUCCESS

BTABOK VERSION 3.0:
DIGITAL ADVANTAGE

**This document was prepared by Iasa Global
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COURSE WELCOME BY IASA

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WELCOME TO THE CLASS IN BUSINESS ARCHITECTURE!

COURSE OVERVIEW

Welcome to the IASA Business Architecture Course and Certification! It is an absolute pleasure working with architects from all over the world on understanding and growing our professional practice. We hope to work with you as well both to teach and to learn. The Iasa curriculum is designed by architects, with architects and for architects.

After this course, you will be able to:

- Conducting business research
- Develop scenarios with future casting and business scenario planning
- Advanced business capability management
- Value and innovation modeling through benefits management techniques
- Customer and stakeholder innovation methods
- Value Stream, Value Chain analysis
- Business to Solution Chagement Management
- Circular and Sustainable Business Models

This comprehensive course in Business Architecture serves as a beacon for those seeking to navigate the intricate pathways of organizational design and strategy. Through a meticulous exploration of foundational concepts, advanced planning techniques, and real-world applications, participants are taken on a transformative journey that melds theory with practice. Each module, from understanding stakeholder dynamics to mastering risk and change management, has been curated to offer a deep dive into the multifaceted world of Business Architecture. By the culmination of this course, students of Business Architecture will not only possess a rich toolkit of methodologies and frameworks but also the nuanced insight to apply them effectively. In doing so, they will be poised to craft architectures that resonate deeply with both the strategic vision and operational realities of any organization. The result is a professional equipped to drive value, foster adaptability, and champion sustainable growth in an ever-evolving business landscape.

IS THIS COURSE RIGHT FOR YOU?

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The IASA Hybrid Infra Course is ideal for IT professionals trying to understand agility and architecture. Senior developers who want the speed of agility with the rigorous design, architects who want to make architecture work within agile methods, technical managers, product owners can all benefit from deeply understanding the how to Scaled Architecture and Agile together.

You should have completed CITA-Foundation certification or the Iasa Core training course or similar. Students of the class have included CTO's, Senior Development teams, architects of all types, and business managers with technical skills.

If you are ready to become a skilled BT architect who designs impactful, business-driven technology solutions, the IASA Core Course provides the essential knowledge and tools to achieve your goals. Visit the IASA website <https://iasaglobal.org/> to learn more and embark on your BT architectural journey.

TEACHING MODALITIES

THE CORE SKILLS ARE TAUGHT IN 3 PRIMARY WAYS.

In-Person Instructor Led

1

- 5 days
- 4 lessons per day
- Full time
- 45 min presentation
- 45 min workshops with group
- Classroom
- Classwork – Miro
- Course Material – MS Teams

- Interactive – 0%
- Discussion – 20%
- Research – 0%
- Workshop/Application – 40%
- Presentation – 40%

Online Instructor Led

2

- 9 weeks
- 4 hrs per week plus homework Total 6 hrs/wk
- 45 min lessons
- 1 hr group work
- Homework
- Final presentation to instructor for grade
- Online (Teams)
- Homework – Miro
- Course Material – MS Teams

- Interactive- 0%
- Discussion – 20%
- Research – 10%
- Workshop/Application 40%
- Presentation - 30%

Mentoring Online

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- 10 weeks
- 2 hrs Online Self-Paced
- 2 hrs Homework
- 2 hrs Mentor meeting to review homework
- Final presentation to mentor for grade
- Online Instructor Reviewed Homework
- Homework – Miro
- Course Material – Chronus

- Interactive – 20%
- Discussion – 25%
- Research – 10%
- Workshop/Application – 50%
- Presentation – 0%

Please check that your laptop or computing device can access:

Miro – An online diagramming and whiteboarding tool used for displaying IASA canvases and cards as well as for shared access to homework group work.

MS Teams – Shared collaboration and file access for course content and material.

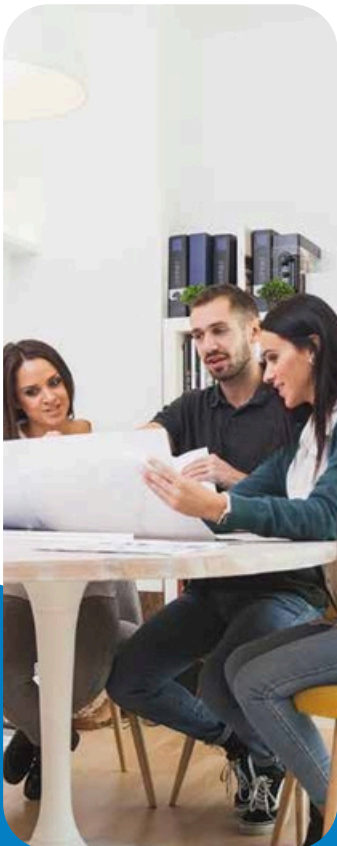
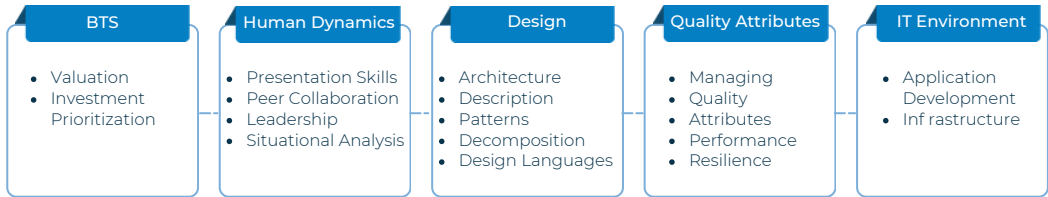
Chronus – Online platform for mentoring and learning.

WHAT YOU WILL LEARN (BEHAVIORAL OBJECTIVES)

- ✓ Conducting business research
- ✓ Value and innovation modeling through benefits management techniques
- ✓ UBusiness to Solution Change Management
- ✓ Develop scenarios with future casting and business scenario planning
- ✓ Customer and stakeholder innovation methods.
- ✓ Circular and Sustainable Business Models
- ✓ Advanced business capability management
- ✓ Value Stream, Value Chain analysis



This course specifically looks to improve the students understanding and skills in the following BTABoK Competency Areas (<https://iasa-global.github.io/btabok/>).



WHO IS THE COURSE FOR?

- This course is intended for business analysts, project managers, business architects, technical architects, program leaders and anyone interested in understanding business architecture principles and practices.

EXAMPLE INSTRUCTORS



Brice Ominski

Chief Architect

<https://www.linkedin.com/in/briceominski/>



Paul Preiss

CEO & Founder

<https://www.linkedin.com/in/ppreiss/>

REWARDING YOUR WORK

The Agile course is based on two modes of work. 1) using the provided case study of a coffee shop company called Tinkleman, or 2) working on your own products, projects or work. The application of the skills in class is deeply embedded into the learning process. You will be expected to demonstrate every concept in a detailed workshop done by yourself and others in your working group. In addition we give additional points against the certification for any student that completes all work and turns in as a graded final project. This additional work results in both higher utilization of the learned skills and a much more rewarding experience.

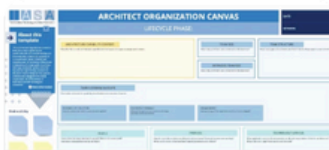
STRUCTURED CANVAS APPROACH

Each Section we will introduce you to a range of Canvas and Cards; these bring to life the theory as well as provide a workspace for you to experiment, document and share the information you collect and the analysis you perform.



IASA - Bounded Context Canvas

IASA Global
IASA Global • 231 views



IASA - Architect Organization Canvas

IASA Global
IASA Global • 274 views



IASA - Architecture Hypothesis Canvas

IASA Global
IASA Global • 268 views



IASA - Business Model Canvas

IASA Global
IASA Global • 1.4K views



IASA - Decision Bias Calibrator

IASA Global
IASA Global • 258 views



IASA - Architecture Pains/Gains/Outcomes

IASA Global
IASA Global • 128 views



DRIVING A STAKEHOLDER AND CUSTOMER APPROACH

The BTABoK uses a customer and stakeholder driven approach to understanding value and to creating a transformation focused architecture practice. The course teaches a rigorous method for understanding stakeholders, customers, personas, customer/stakeholder journeys as well as using empathy and human approaches to building trust and creating solutions. This method has proven invaluable to architects from solution to business.

Mapping Opportunity (Tinkleman, Self-Work, Course)

1 Course
Introduction2 Connected
Concepts

3 Industry Analysis



4 Strategic Planning



5 Operating Models

6 Capability
Transformation

7 Value Streams

8 Benefits
Management9 Organization
Dynamics10 Business
Processes11 Technology
Landscape

12 Digital Customer

13 Innovation
Leadership14 Transformation
and Change15 Execution and
Change

16 Conclusion



Final Presentations



The Course Agenda

This course provides a comprehensive journey into the principles, tools, and practices of Business Architecture. It begins with foundational concepts, including Business Architecture roles, lifecycle, and strategic planning. Participants explore operational models, value streams, and capability-based transformations, focusing on aligning strategy with value creation. The course delves into organizational dynamics, process mapping, technology services, and customer-centric design, equipping participants to craft holistic architectures. It concludes with innovation management, transformation planning, and execution strategies, emphasizing leadership, communication, and aligning architecture with organizational goals. Practical workshops throughout ensure participants gain hands-on experience to design impactful and resilient Business Architectures.

Module 1 - Strategy and Business

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Module 1 establishes the core principles of Business Architecture, focusing on its definition, the role of the Business Architect, and the skills required for success. Participants will explore the lifecycle, key deliverables, and interconnected concepts vital to the profession. The module emphasizes strategic planning and industry analysis, highlighting research methodologies and frameworks like the Balanced Scorecard. Through practical workshops, such as scenario planning and strategy scorecard design.

Lesson – Introduction

- Define what is business and Define Business Architecture
- Define the role of the Architect
- Business Architecture Skills – Inventory

Lesson – Cloud Service Models

- This lesson introduces the business architects work deliverables and lifecycle. Dive into the world of a business architect day to day
- Connected Concepts
- Lifecycle, Stakeholders, Digital Strategy – Repository

Lesson – Industry Analysis

- Explore the essence of strategy, a guiding compass in the realm of business, and its pivotal role in shaping a robust Business Architecture.
- Strategy
- Conduct Secondary Research on Industry & Company & Tech landscape

Lesson – Strategic Planning

- This lesson further delves into the practical application of strategy, introducing participants to the Balanced Scorecard
- Understand Strategic Planning & Deliver a Strategy
- Unbundling business models, Industry Patterns

Module 2 – Service and Scaling

Module 2 focuses on equipping participants with the skills to design and implement Business Architectures that align with operational strategies and value-driven models. The module emphasizes Capability-Based Transformation, teaching participants to develop Capability Architectures, roadmaps, and value measurement systems to support organizational change. Learn Benefits Realization, introducing tools such as OKRs and Benefits Cards to track outcomes and ensure value delivery. Through hands-on workshops, apply these concepts, gaining practical experience with tools like Value Chain Canvases and Capability Roadmaps.



Lesson – Business and Operating Models

- Understand what is an Operational Strategy
- Understand and create an Operating Model
- Business and Operating Model – Composition and Decomposition

Lesson – Value Streams and Value Chains

- From a Business Architecture standpoint, participants will use value streams and value chains to understand both their internal and external value creation models. This lesson connects the concept of business model with value creation models in business ecosystems.

Lesson –Capability-Based Transformation

- participants will master the art of designing a Capability Models.
- The ability to connect these to value measurements, roadmaps and change management is also highlighted.

Lesson – Benefits Realization

- This lesson emphasizes the significance of these frameworks in articulating business goals, measuring outcomes, and ensuring value realization, all central to crafting a resilient and impactful Business Architecture.

Module 3 – Security & Compliance

Module 3 participants will begin by mastering stakeholder identification and mapping through tools like the Stakeholder Ecosystem Canvas and the Executive Stakeholder Empathy Map, gaining insights into influence networks and personas. The module then explores the heart of organizations—business processes. The module culminates with a customer-centric focus, emphasizing customer journeys, value streams, and jobs-to-be-done frameworks, equipping participants to design architectures that optimize value delivery and deeply resonate with customer needs

Lesson – Organization Dynamics

- This lesson guides participants through the process of identifying and mapping key stakeholders using diverse models, building out intricate networks of influence, and crafting detailed personas. Driven by the BTABoK unique Stakeholder Driven Approach.

Lesson – Business Process Management

- This lesson offers participants a comprehensive understanding of how to define and map processes, the structured sequences of activities that transform inputs into outputs.

Lesson – Technology Landscape

- Participants will gain proficiency in utilizing BDN to master the application of change management for principled assessments and integrate IT strategies for technological coherence. This ensures the creation of Business Architectures that are principled, technologically aligned, and strategically delivered.

Lesson – Digital Customer

- Explore beyond the customer journey into jobs to be done, value mapping, customer driven innovation, capturing the essence of user interactions, and ensuring optimal value flow.
- This knowledge equips you to design architectures that resonate deeply with customer needs while optimizing business value delivery.



Module 4 – The Transformation

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Module 4 equips participants to drive innovation, manage transformation, and align strategy with execution. It covers innovation workflows, transformation planning, risk and change management, and the creation of IT Scenarios and business cases for technological alignment. The module concludes with integrating Business Architecture practices into organizational value systems, emphasizing leadership and communication.

Lesson

Innovation Management Strategies

- The goal of this lesson is to aid the business architect in developing a streamlined innovation and idea management workflow and world view Blue Ocean, Futurist Canvases

Lesson

Transformation and Change

- Transformation Plan
- Plan & optimize the portfolio
- Risk Management
- Change Management

Lesson

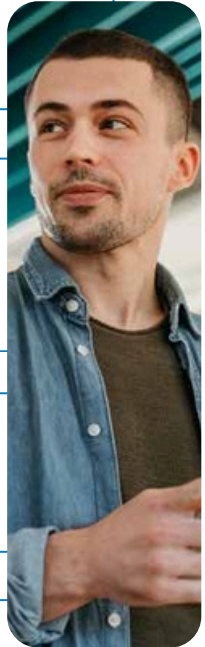
Execution and Changed

- Connects Solution Architects and Architecture to the full business architecture lifecycle. This allows for the business architect to function as a fully effective member of the architecture practice from strategy to execution.

Lesson

World-Class Architecture

- This lesson focus on connecting business architecture programs with the overall value of the organization and the overall architecture practice.



FEEL FREE TO CONTACT US IF YOU
HAVE ANY QUESTIONS.



An Association for All BT Architects

We are excited for
your professional
career, let's begin
your journey
together!

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