COURSE SYLLABUS

Business Analysis Certificate Program

This certificate program equips professionals with practical skills to analyze business needs, manage stakeholders, apply project management fundamentals, and communicate data-driven insights that support effective organizational decision-making.

Group classes (Washington, DC) and onsite training are available for this course.
For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/certificates/business-analysis-certificate-program



support@graduateschool.edu •
(888) 744-4723

Course Outline

This package includes these courses

- Business Analysis: Overview Course (24 Hours)
- Communicating for Results Course (16 Hours)
- Project Management Essentials Course (16 Hours)
- Descriptive Statistics for Data Analysis Course (16 Hours)
- Stakeholder & Communications Management Course (8 Hours)
- Data Analysis & Storytelling Course (16 Hours)

Attend the AI for Data Analytics class for free as part of this certificate. Choose your date after you register for the program.

AI for Data Analytics Course

Business Analysis: Overview Course

Designed for analysts and project staff, this foundational course covers the full business analysis lifecycle including planning, communication, and validation of solutions that meet stakeholder needs. Participants learn key competencies and methodologies to support effective program evaluation and system improvements.

- Identify the value of business analysis in today's challenging environment.
- Identify the key responsibilities of a business analyst.
- Apply the business analysis process to:
  - Business analysis planning and monitoring.
  - Requirements management and communication.
  - Enterprise analysis.
  - Elicitation.
  - Requirements analysis.

    - Solution assessment and validation.
- Learn and understand the importance of a business analyst’s underlying competencies.

Communicating for Results Course

Learn strategies to improve communication effectiveness by understanding your style and interpreting verbal and nonverbal feedback. This course equips professionals with tools to foster clarity and positive interactions in the workplace.

- Identify and apply elements of the communication process.
- Speak clearly with specific meaning.
- Recognize and interpret verbal and nonverbal feedback.
- Listen for intent and meaning in messages.
- Differentiate between assertive, nonassertive, and aggressive behavior.
- State needs assertively and discuss challenges positively.

Project Management Essentials Course

Gain essential project management skills aligned with the Project Management Institute's PMBOK Guide. Through hands-on training, you will learn how to manage a project from start to finish using structured processes and professional standards.

- Create project charters, stakeholder analyses, scope statements, and risk registers.
- Develop accurate estimates and establish metrics for project performance.
- Apply tools for planning, execution, monitoring, and closeout phases.
- Understand how to manage change, communication, and project documentation.

Descriptive Statistics for Data Analysis Course

This two-day introductory course equips participants with essential descriptive statistical techniques to describe and interpret data accurately. Emphasis is placed on understanding formula selection, interpreting results, and applying findings in decision-making contexts.

- Describe and develop frequency distributions.
- Calculate proportions and percentages.
- Calculate measures of the average and the variation in quantitative data.
- Use proportions and percents to describe variation in categorical data.
- Describe normal distribution.
- Calculate and use z-scores to identify probabilities under the normal distribution

Stakeholder & Communications Management Course

This course teaches how to analyze stakeholder needs and develop communication strategies that build alignment. Participants learn planning tools, message framing, and delivery techniques suited to professional environments.

- Identify elements of the standard PMI project management framework (process map).
- Describe the relationship between project stakeholders and communications management processes throughout a project lifecycle.
- Create stakeholder and communications management deliverables, including a stakeholder register, communications plan, and stakeholder management strategy.

Data Analysis & Storytelling Course

Master the art of data storytelling by analyzing data, crafting narratives, and designing impactful visuals. This hands-on course equips participants with techniques to communicate data findings effectively to decision-makers.

- Understanding the purpose of management analysis and the projects analysts conduct.
- Developing questions and applying descriptive statistics for data analysis.
- Creating and editing charts to enhance data visualization.
- Communicating data findings through structured storytelling.
- Designing presentations that combine data visualization and narrative techniques.