

# Business Architecture Master Class

## Abstract

This interactive one-day business architecture master class is targeted to practitioners and managers, ranging from novices to experts. The class demystifies business architecture, addressing a wide range of topics with an insurance industry lens. The class discusses foundational concepts, the business architecture framework, value proposition, governance, blueprint creation, interdisciplinary alignment and practice setup. After attending this master class, attendees will be positioned to take on a wide range of business architecture tasks and challenges. In addition, attendees will have taken an important first step towards preparing to sit for the Certified Business Architect (CBA®) exam. *This is a Guild Accredited Training Partner™ (GATP®) accredited course.*

## Course Objectives

- Enable attendees to define business architecture and clearly articulate its benefits
- Introduce the full breadth of business architecture to practitioners and beneficiaries
- Provide a foundational framework for building a business architecture
- Outline practice guidelines and ways in which to get started

## Topics

### I. **Business Architecture: Fundamental Concepts**

This module introduces basic concepts including the business architecture ecosystem, business architecture framework and common usage scenarios.

### II. **Business Architecture Value Proposition**

This module discusses common approaches to establishing business architecture value proposition, which is essential to establishing executive sponsorship.

### III. **Breaking Down the Business Ecosystem**

This module outlines the business ecosystem, core and extended business architecture domains, and the role of the business architecture framework.

### IV. **Establishing a Baseline: Capability, Value, Information & Organization Mapping**

This important module walks attendees through the core domains including capability, value, information and organization mapping techniques, as well as how to apply them.

### V. **Extending the Baseline: Strategy through Initiative Mapping**

This module expands business architecture mapping skills including strategy enablement and business model alignment, as well as initiative, stakeholder, policy and product mapping.

### VI. **Inter-disciplinary Alignment with Related Business Disciplines**

This module focuses on leveraging business architecture to enable business performance

analysis, business process management, case management and business requirements analysis.

**VII. Business Architecture & IT Architecture Alignment**

This module aligns business architecture with enterprise architecture frameworks, solution, application and data architecture, system development lifecycle, and business / IT transformation.

**VIII. Business Architecture Situation & Scenario Analysis**

This module provides a baseline for performing business architecture situation and scenario analysis. While experience plays a big role in this aspect of business architecture, this session provides pointers on how to apply business architecture to a cross-section of scenarios.

**IX. Business Architecture Role Definition, Governance & Sponsorship**

This module outlines the role of the business architecture practitioner and provides guidance for establishing governance structures and appropriate levels of sponsorship.

**X. Business Architecture Infrastructure & Tooling**

This module outlines the essentials of managing a business architecture and includes an overview of the business architecture knowledgebase and tool tips and guidelines.

**XI. Getting Started: Growing Your Skills & Growing Your Practice**

This module provides specific guidance on how to expand on the knowledge learned at the master class. This includes getting started tips, evaluating success and business architecture maturity, and guidance on how to take your skills and practice to the next level.