



B A A  
Business  
Architects  
Association

# Business Architects Association

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# Profession Introduction, Competency, and Collaboration

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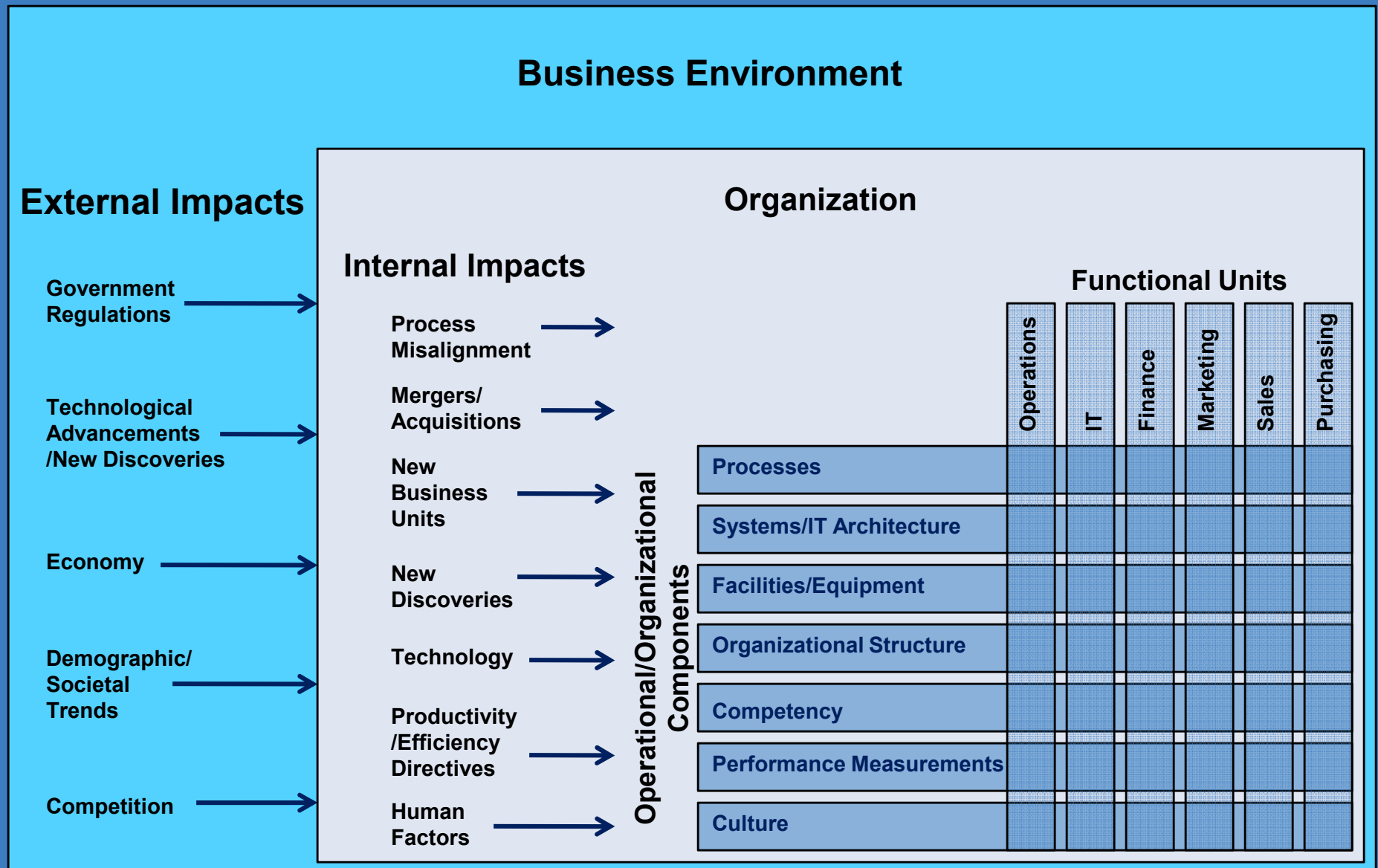
## Definition of Business Architecture

*The practice of creating a design to satisfy an organization's strategic and tactical directives by providing an enterprise-wide, holistic business view, and identifying and monitoring impacting factors and interdependencies.*



- - Business Architects Association

# The Dynamic Nature of Business



## Business Architecture . . .



Connects the dots and  
pulls the pieces together



Looks at the organization holistically and  
ensures that things make sense



Balances alternatives  
and delivers results



# What is a Business Architect?

## Leader

Coordinates efforts to provide an enterprise-wide, holistic view of the organization

## Communicator

Articulates strategic directives and business solutions

## Thinker

Evaluates potential impacts and alternative solutions so as to optimize the efforts and deliver the business goals



## Analyst

Identifies and monitors impacting factors and interdependencies

## Designer

Creates a design to satisfy the organization's strategic and tactical directives

## **Business Architects Association Mission**

- Develop, promote, support and maintain standards of practice for the field of Business Architecture
- Provide resources to enhance the proficiency and professionalism of practitioners in the field
- Increase awareness of the value of business architecture practitioners in the marketplace.

## **Business Architects Associations Vision**

- *Leading professional association for Business Architects with chapters throughout the world*

## Business Architecture Strategic Goals

- *Build awareness of Business Architecture and promote it as a business discipline*
- *Define the role of the Business Architect within an organization*
- *Identify collaborative roles within an organization and provide concise descriptions of relationships and boundaries between responsibilities*
- *Develop Business Architect competency models, job descriptions, and potential career paths*
- *Offer an internationally recognized assessment to certify Business Architects who demonstrate proficiency in the field of Business Architecture*
- *Partner with institutions and organizations in furthering the field of Business Architecture*
- *Provide forums for networking and knowledge sharing among BAA members and relevant, related business disciplines*
- *Evaluate and endorse Business Architecture-related programs, courses, trainers and providers*
- *Compile and maintain the Business Architecture Body of Knowledge® (BArchBOK®)*

# Business Architects Association

Business Architecture Body of Knowledge  
BArchBOK®

Business Architecture  
Business Architect  
Business Capabilities  
Business Design  
Processes

Systems/Technology Architecture  
Facilities/Equipment  
Organizational Structure  
Competencies  
Performance Measurements  
Culture

## How a Business Architect collaborates with other disciplines

### Tactical

- Identifies and monitors interdependencies between business architecture elements
- Develops a high-level plan to ensure business architecture efforts are initiated in logical order

### Project

- Helps develop project charter and project plan
- Supports Program/Project Manager

### Strategic

- Identifies, evaluates and designs solutions to help achieve strategic goals
- Provides metrics for measuring success of efforts in aligning with strategic goals

### Non-Project

- Provides an enterprise-wide holistic view
- Evaluates external and internal impacts on business architecture elements

# Certifications, Chapters, and Career

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# Business Architects Association

## CBA Certification Program

- CBA candidate applications will be accepted by end of 1<sup>st</sup> quarter 2011
- Applications will be reviewed by BAA certification committee for:
  - Relevant education
  - Work experience
  - Skill sets
- Approved applicants will be notified of eligibility to sit for exam

## **Business Architects Association**

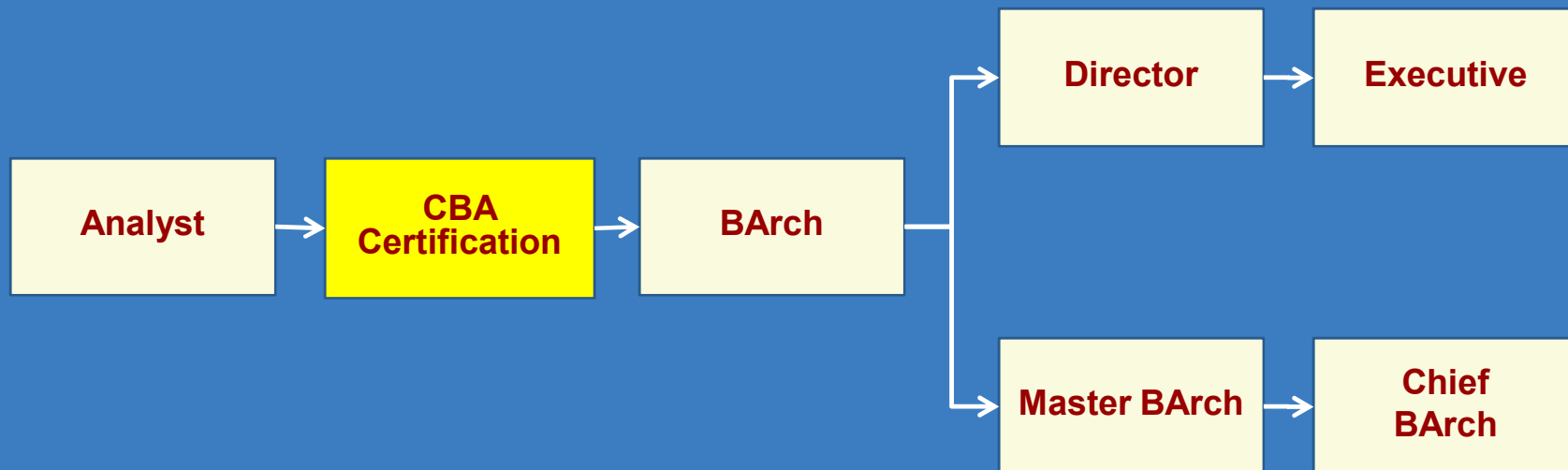
### **CBA Certification Exam**

- beta testing in January 2011
- rollout in late 1<sup>st</sup> quarter 2011
- approximately 125 exam questions
- score of 70% required to pass
- online availability projected late 2011

# Business Architects Association Chicago Chapter

- est. 2009
- meet bi-monthly
- practitioner based presentations
- networking

# Business Architect Career Path



Source: Business Architects Association

# Business Architecture Resources

**What's New**

[Welcome Letter from President Jack Hilty](#)

["How Cisco's John Chambers is Turning the Tech Giant Socialist" article](#)

PRIME MANAGEMENT ACTIVITIES

["Business Architecture: An Emerging Profession" paper](#)

[More: Executive Portal >](#)

**Business Executives**  
Gain the insights and resources you need

**Business Architects**  
Make the contacts and get the credentials you need

**Certification**

**Certified Business Architect (CBA)®**

3-Course Program

Options:

1. Classroom: Chicago, next cycle begins Monday October 12, 2009
2. Online: next cycle begins January 2010

**Membership**

Executives & HR	Universities	Professionals
<ul style="list-style-type: none"> <li>What is a Business Architect?</li> <li>Building a Business Architecture Group</li> <li>Verifying Credentials of an Applicant</li> <li>Ask a Question</li> </ul>	<ul style="list-style-type: none"> <li>Launching a Business Architecture major</li> <li>Research</li> <li>Finding Qualified Instructors</li> <li>Ask a Question</li> </ul>	<ul style="list-style-type: none"> <li>Becoming a Certified Business Architect™</li> <li>Participate in our Professional Communities</li> <li>Finding a Job</li> <li>Ask a Question</li> </ul>

<http://www.businessarchitects.org/>

- BAA Body of Knowledge
- Certification Process and Criteria
- Articles
- Colleagues
- White Papers
- Competency Model
- Detailed Job Descriptions
- Job Board

