

# Methodology and Technology Services



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## TEN#37: Online Webcast Courses and Self-Study Certified Business Data Modeler (CBDM) Course

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### Introduction

June 22, 2007: This issue highlights newly released online webcast video courses covering the "Rapid Delivery of Enterprise Architecture". It also discusses the self-study course: Certified Business Data Modeler (CBDM).

Information Engineering Services Pty Ltd (IES) presents both online video course segments and certification courses based on its public and inhouse courses presented throughout the world. These provide training in rapid delivery methods and certified data modeling self-study training for Enterprise Architecture (EA) and Enterprise Integration.

The EA courses apply to the Zachman Framework for Enterprise Architecture, the Federal Enterprise Architecture Framework (FEAF), the Department of Defense (DoD) Architecture Frameworks (C4ISR and DoDAF) and many other frameworks. These

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courses result in rapid delivery into production of priority business activities and processes.

The CBDM self-study course has been used throughout the world to train and certify both business experts and IT staff in Business Data Modeling concepts. It covers Business Data Mapping Concepts and Business Normalization Concepts, with a real-life Data Modeling Case Study Workshop that tests the student's understanding of the principles that they have learned. Their solution to this case study becomes their Exam Solution for CBDM Assessment.

If you do not want to receive future TEN mailings, please email [unsubscribe@ies.aust.com](mailto:unsubscribe@ies.aust.com) with "Remove" and your email address in the Subject line.

Clive Finkelstein  
Publisher, The Enterprise Newsletter (TEN)

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## Overview Videos of Webcast Courses

The following video course segments are presented via webcast courses throughout the world. They are online courses based on live seminars or skills-transfer workshops that use real-life case study problems. Click on the links below to view free, overview video courses. Review each Section table further below to see the course segments for each section topic.

### Overview Videos

- A free, [brief overview video](#) is available of all of these webcast courses, as well as a free, full comprehensive overview video.

### Course Handouts

- Each online course includes all handouts (two visuals per page) of the visuals that are presented in the relevant course. Each section of the course includes free White Papers that can be downloaded for later reference.
- Download the handouts and print them for reference and to take notes while doing the relevant online course. Download the White Papers as well and print them for later reference after doing the relevant course segments in each section.

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## VIEW BRIEF OVERVIEW OF WEBCAST COURSES

- **Rapid Delivery of Enterprise Architecture**
  - [Download Handouts for Brief Overview \(PDF 71K\)](#)
  - [Do Brief Overview Course \(16:16 mins.\)](#)

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## VIEW FULL OVERVIEW OF WEBCAST COURSES

- **RAPID DELIVERY OF ENTERPRISE ARCHITECTURE**
  - [Download Handouts for Full Overview \(PDF 96K\)](#)
  - [Do Full Overview Course \(42 mins.\)](#)

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## RAPID DELIVERY OF ENTERPRISE ARCHITECTURE

- Click on the Registration Link below each Section table of Course Segments that follow. More webcast videos will be progressively added for online registration from September 2007.

### Section 1: Enterprise Architecture for Managers and IT

This section covers what is commonly referred to as Business Architecture. One of the biggest problems in achieving success in Enterprise Architecture is in getting active participation from business managers and business experts. The segments in this section demonstrate that business knowledge is vital for success with EA. This knowledge is not an IT responsibility, but is the responsibility of business managers and their expert staff. IT staff also need to take a different approach in systems development, to build support systems that can be easily changed to support rapid business change.

This course section shows how business managers and their staff become actively involved, to drive the EA activity to success. Two White Papers can be downloaded for detailed reference after viewing the course segments in this section.

The Video column in the following table provides the duration of each video segment, with the total duration of all segments for this section also listed. The PDF column refers to the Handouts (as Two per Page visuals in PDF) that can be downloaded to refer to, while you are doing each video segment. All segments below are of interest to both managers and IT staff.

Seg	Segment Title	Video	PDF
1-01	The Need for Business Transformation	22min	156K
1-02	Systems Support for Rapid Business Change	10min	59K
1-03	Balanced Scorecard and Strategy Maps	24min	67K
1-04	Introduction to Enterprise Architecture	30min	310K
1-05	Governance Analysis using Enterprise Architecture	12min	277K
1-06	Zachman Framework 2.0 and Enterprise Architecture Maturity	12min	320K
	<b>Total Duration of above Segments in Segment 1</b>	<b>1h 50m</b>	<b>--</b>

Papers	White Papers on "Enterprise Architecture for Managers and IT" and on "Governance Analysis using Enterprise Architecture"	--	990K
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The white papers provided above for download with this course have been extracted (in PDF) from the Preface, Chapter 1 and Chapter 4 of the book: "Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies" by Clive Finkelstein, Artech House, Norwood, MA (March 2006).

## Registration for Section 1

The following link will take you to our Online Store, in the Category "Online Courses" with this Section 1 course displayed as a product item. Select the Subscription Option that you want and enter the number of students who are to be registered for the course by using the drop-down list, then click the **Add to Cart** button. Click the **View Cart** button in the top toolbar and then the **Checkout** button. You can pay by offline credit card or via PayPal (if you prefer) as detailed on the Home page of the Store. Provide your email address with your payment and you will then receive an email 1- 2 days later with the details of the link for downloading the Section 1 courses.

- [Register for Section 1 Webcast Courses](#)

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## Section 2: Using Strategy Analysis to Define the Future

A key requirement for success with Business Architecture is a focus on the future based on Strategic Business Plans. Strategy Analysis is a rapid delivery method for Strategic Planning. The course segments in this section show how to use Strategy Analysis to develop business plans from scratch if they do not yet exist, or how to refine existing business plans. Strategy Analysis can also be used by IT staff to gain a detailed understanding of the future business needs for inclusion in Project Requirements Specifications. A Business Planning Questionnaire is provided as a catalyst to develop new Business Plans from scratch or to refine existing plans.

This course section shows how business managers and their staff can become actively involved in identifying future business needs, to drive Enterprise Architecture to success. A White Paper and a Business Planning Questionnaire can be downloaded for detailed reference after viewing the course segments in this section.

The Video column in the following table provides the duration of each video segment, with the total duration of all segments for this section also listed. The PDF column refers to the Handouts (as Two per Page visuals in PDF) that can be downloaded to refer to, while you are doing each video segment. All segments below are of interest to both managers and IT staff.

Seg	Segment Title	Video	PDF
2-01	Analyzing the Mission Statement	24min	78K
2-02	Defining Planning Statements: Policies; Goals, Objectives and KPIs; Strategies and Tactics	34min	83K

2-03	Implementing the Business Plan through Personal Scorecards	14min	65K
2-04	Business Planning Questionnaire	16min	50K
2-05	Using Strategy Analysis for IT Project Requirements Specifications	11min	40K
	<b>Total Duration of above Segments in Segment 2</b>	<b>1h 39m</b>	<b>--</b>
Papers	White Paper on "Using Strategy Analysis to Define the Future" and "Business Planning Questionnaire"	--	570K

The white papers provided above for download with this course are Chapter 3, extracted (in PDF) from the book: "Enterprise Architecture for Integration: Rapid Delivery Methods and Technologies" by Clive Finkelstein, Artech House, Norwood, MA (March 2006) and the "Business Planning Questionnaire Template" (in Word) from the CD that is supplied with the book.

## Registration for Section 2

The following link will take you to our Online Store, in the Category "Online Courses" with this Section 2 course displayed as a product item. Select the Subscription Option that you want and enter the number of students who are to be registered for the course by using the drop-down list, then click the **Add to Cart** button. Click the **View Cart** button in the top toolbar and then the **Checkout** button. You can pay by offline credit card or via PayPal (if you prefer) as detailed on the Home page of the Store. Provide your email address with your payment and you will then receive an email 1- 2 days later with the details of the link for downloading the Section 2 courses.

- [Register for Section 2 Webcast Courses](#)

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## Certified Business Data Modeler (CBDM) Course

Self-study courses are available to be ordered over the Internet. These courses have been designed to be presented via Corporate Intranets using any Web browser, or instead as Microsoft PowerPoint Instructor Notes using Adobe Acrobat PDF. They can be used for self-study training, for self-study training via delivery of interactive courses using a web browser across Corporate Intranets, or for inhouse traditional classroom training in large organizations. These courses enable organizations to train business and IT staff in data modeling concepts so they can work together in a design partnership to align information systems with corporate goals.

These self-study courses are delivered in Course Series as follows:

- **Certified Business Data Modeler (CBDM) Course Series**
  - [Certified Business Data Modeller - Course Outline](#)
    - [Data Modelling Concepts](#)
    - [Business Normalisation Concepts](#)
    - [Data Modelling Case Study Workshop](#)
  - [CBDM Qualification](#)

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## Course Outlines

- Each released self-study course is listed below, with links to the relevant Course Outlines.
- These courses are designed for self-study training delivery as Microsoft PowerPoint Instructor Notes using Adobe Acrobat PDF, for group training via Corporate Intranet - or for group training delivery using Traditional Classroom presentation.

### CODE COURSE NAME (Click for Course Outline)

	<a href="#">Certified Business Data Modeler (CBDM)</a>
DM1	<a href="#">Data Modeling Concepts</a>
DM2	<a href="#">Business Normalization Concepts</a>
DM3	<a href="#">Data Modeling Case Study Workshop</a>
Link	<a href="#">Register for Self-Study Courses in IES Online Store</a>

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## AUTHOR

Clive Finkelstein is the "Father" of Information Engineering (IE), developed by him from 1976. He is an International Consultant and Instructor, and the Managing Director of Information Engineering Services Pty Ltd (IES) in Australia.

- Clive Finkelstein's books, online interviews, courses and details are available at <http://www.ies.aust.com/cbfindex.htm>.

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