

Inteq's Professional Business  
Analysis Training Courses

Business Systems Analysis  
Agile Business Analysis  
Business Process Modeling  
Business Process Reengineering  
Logical Data Modeling  
Advanced Data Modeling  
Change Management  
Effective Business Cases  
Requirements Management  
Soft Skills  
BA Bootcamp

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# **LOGICAL DATA MODELING**

## **Mapping & Analyzing Data-Oriented Business Rules**

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## **2017 Overview & Outline**

**Inteq Professional Business Analysis  
Training Course Series**

## LOGICAL DATA MODELING

### Mapping & Analyzing Data-Oriented Business Rules



Logical Data Modeling is an essential component of professional business analysis. Logical data modeling is often mistaken for database design. However, logical data modeling

is the foundation for excellence in business analysis, business systems analysis and business intelligence requirements analysis.

Inteq's Logical Data Modeling training course provides the basis for understanding the complex moving parts of an organization - its data-oriented business rules - the foundation for precision and agility in requirements analysis.

Business terminology embodies an organization's business concepts, rules and underlying relationships. These concepts, rules and relationships form a body of knowledge called "data-oriented business rules."

In most organizations, data-oriented business rules live as tribal knowledge, informally, in the minds of the people doing the essential day-to-day work of the organization.

However, these informal rules unofficially govern how organizations operate and how decisions are made. These rules are surprisingly vague and ambiguous; they are rarely subject to critical analysis. Yet, these rules are the basis for articulating business system requirements that are equally vague and ambiguous

Vague and ambiguous requirements result in costly, inflexible and maintenance-intensive information systems; systems, that even after significant investment, still do not deliver the necessary functionality. That's truly unfortunate because there is a clear path to getting the requirements right.

Based on decades of experience, Inteq has uncovered and refined the foundational patterns of data-oriented business rules. Participants in Inteq's Logical Data Modeling training course utilize these patterns to rapidly discover, critically analyze and precisely specify data-oriented business rules via entity relationship (ER) diagrams.

## COURSE OUTLINE

### Introduction and Foundation

- Data-oriented business rules
- The business vocabulary
- Business transactions vs. business intelligence
- Rules vs. knowledge
- E/R diagrams and data models

### Framework for E/R Diagramming

- Business entity types
- Attributes and meta-data
- Cardinality and dependency
- Principle relationships

### Diagramming Baseline Rules and Patterns

- Domain entity types
- Associative relationships
- Domain-based associations
- Repeating groups
- Transactional relationships

### Diagramming Complex Rules and Patterns

- Super type / sub-type relationships
- Recursive hierarchies
- Recursive networks
- Role-based associations
- Time-dependent data

### Diagramming BI Rules and Patterns

- Tactical and strategic business questions
- Business facts and dimensions
- Analyzing cross-organizational facts
- Dimensional modeling

### Business Rule Generalization

- Normalizing business data
- Generalizing business entities
- Analyzing meta-data for abstractions

### Practical Guidance and Best Practices

- Scaling models to the enterprise level
- Model transformation; conceptual, logical, physical
- Using reference models to leverage analysis
- Implementation considerations and best practices
- Getting started

Inteq's business analysis training programs have emerged as the gold standard for professional business analysis training - and is simply the most effective business analysis training course available in the industry.

Incomplete, incorrect, missing data-oriented business rules result in:

- Systems that are ridged and rapidly become obsolete and ineffective.
- Non-productive time spent on “work-arounds” to compensate for lack of functionality.
- Business processes that are cumbersome and inflexible.

Inteq's Logical Data Modeling training course results in the specification of data-oriented business rules that:

- Are thorough, clear and accurate. Data-oriented business rules that fully support business and user requirements.
- Scale to support the enterprise. Data-oriented business rules are often more complex at the enterprise level than they initially appear at the departmental or business unit level.
- Enable organizational agility. Rules that can adapt and evolve over time. Data-oriented business rules that transcend specific project solutions to seamlessly adapt to future requirements as the organization evolves.
- Support business intelligence. Data-oriented business rules must be thorough and accurate to enable effective tactical and strategic decisions.

### Who Should Attend?

Business Analysts, Business Systems Analysts, Data Modelers, BI Requirements Analysts, Data and Enterprise Architects, DBAs, Project Managers, Developers and IT Professionals, Subject Matter Experts and Business Professionals focused on data-oriented business rules and requirements.

### Prerequisites: N/A

Inteq's Logical Data Modeling provides a comprehensive and cohesive approach data modeling and entity-relationship diagramming regardless of background and level of experience.

Logical Data Modeling is an excellent precursor and integrates seamlessly with Inteq's Advanced Data Modeling training course and is an excellent companion to Inteq's Business Systems Analysis training course.

### You will learn:

- *Critical thinking skills to cut through superficial and ambiguous discussions to distill core business concepts.*
- *To recognize recurring patterns of data-oriented business rules to improve the quality and speed of analysis.*
- *Techniques that enable thorough analysis of complex business rules and validation of complex requirements.*
- *To create a precise, common vocabulary that is consistent among business end-users, analysts, IT professionals and other stakeholders, across the organization.*
- *To develop clear, precise entity-relationship (ER) diagrams that capture and specify virtually any set of data-oriented business rules.*

Participants receive a comprehensive course workbook, supplemental materials, and a personalized Certificate of Completion indicating CEU (continuing education unit) credits awarded.

Inteq training is more than education; its transformation - for the participants, project teams and their organizations.

That's why over 300,000 business and I.T. professionals worldwide choose Inteq's business analysis training courses and Inteq's Logical Data Modeling training course.

### Learning Options

- Anytime eLearning™: Anytime | Anywhere | Any Device | Self-Paced
- On-site at your location (or via live virtual): 2 Days

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### What is the Next Step?

Inteq training programs are available via Anytime eLearning™ and on-site at your locations (or via live virtual) – worldwide.

Contact us today:

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Inteq training programs can be tailored to your organization's specific training objectives and can also be combined into innovative 3, 4, and 5-day hybrid training programs.