

BABOK® v3 Demystified Webinar Series

Chapter: Chennai IIBA® Chapter

Date & Time: 25-Oct-16 | 7:30 to 8:30 PM IST

Topic: Concept Modelling

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Concept Modelling

- A concept model is used to organize the business vocabulary needed to consistently and thoroughly communicate the knowledge of a domain
- Concept models put a premium on high-quality, design-independent definitions that are free of data or implementation biases
- A concept model identifies the correct choice of terms to use in communications, including all business analysis information

Concept Modelling

Concept models can be effective where:

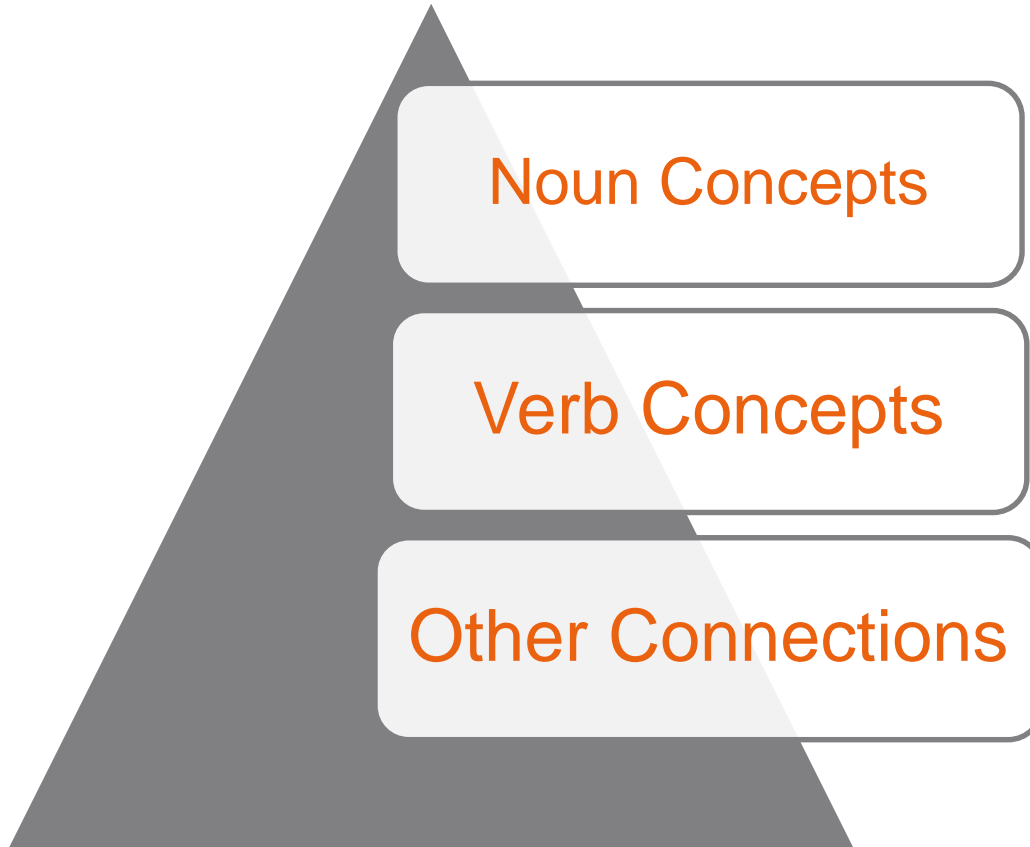
- The enterprise seeks to organize, retain, build-on, manage, and communicate core knowledge
- The initiative needs to capture large numbers of business rules
- There is resistance from stakeholders about the perceived technical nature of data models, class diagrams, or data element nomenclature and definition

Concept Modelling

Concept models can be effective where:

- Innovative solutions are sought when re-engineering business processes or other aspects of business capability
- The enterprise faces regulatory or compliance challenges

Elements:



Elements: Noun Concepts

- The most basic concepts in a concept model are the noun concepts of the domain, which are simply 'givens' for the space

Elements: Verb Concepts

- Verb concepts provide basic structural connections between noun concepts
- These verb concepts are given standard wordings, so they can be referenced unambiguously
- Sometimes verb concepts are derived, inferred, or computed by definitional rules
- This is how new knowledge or information is built up from more basic facts.

Elements: Other Connections

- Concept models must support rich meaning (semantics), other types of standard connections are used besides verb concepts.

These include but are not limited to:

- Categorizations
- Classifications
- Partitive (whole-part) connections
- Roles

Strengths

- Provide a business-friendly way to communicate with stakeholders about precise meanings and subtle distinctions
- Is independent of data design biases and the often limited business vocabulary
- Proves highly useful for white-collar, knowledge-rich, decision-laden business processes
- Helps ensure that large numbers of business rules and complex decision tables are free of ambiguity and fit together cohesively

Limitations

- May set expectations too high about how much integration based on business semantics can be achieved on relatively short notice
- Requires a specialized skill set based on the ability to think abstractly and non-procedurally about know-how and knowledge
- The knowledge-and-rule focus may be foreign to stakeholders
- Requires tooling to actively support real-time use of standard business terminology in writing business rules, requirements, and other forms of business communication

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