

# Positioning Maps

## Chart Your Path to a Meaningful Career

Competitive positioning is how you differentiate yourself from other job candidates and create value for your employer. It's about how you carve out a niche in the marketplace. These customized guides, by position title, help you achieve this.

September 2024

### Your Guide to Becoming a Business Analyst

Are you interested in becoming a Business Analyst (BA) when you graduate? You are not alone. Many graduates of TRSM, especially BTM majors are interested in this field and are currently working as a Business Analyst within many different industries.

This **Positioning Map** identifies the programs you can participate in at TRSM, to help you develop a specific and relevant skill set that will make you far more competitive when applying to full-time BA roles.

#### STEP 1 - Understand the Skills Expected of a Business Analyst

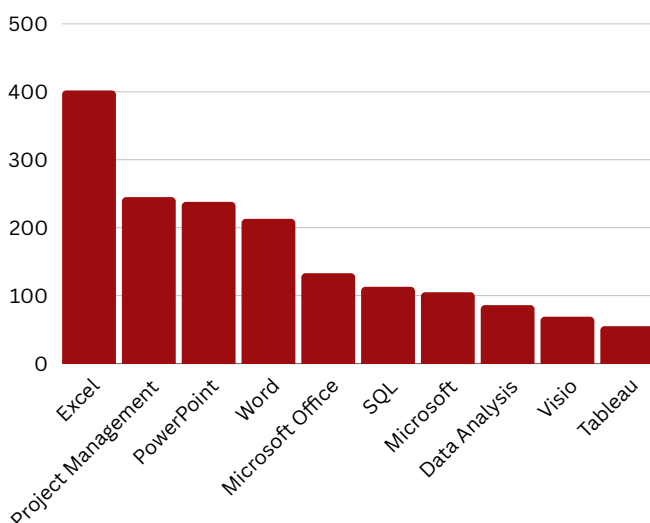
We analyzed 821 job postings in our job portal, for job postings in our job portal, for *Business Analyst* roles, for the period September 2018 to June 20 2023, and identified the top most cited technical and professional skills across these job descriptions.

Highlighted below are the skills employers are seeking when recruiting for this role.

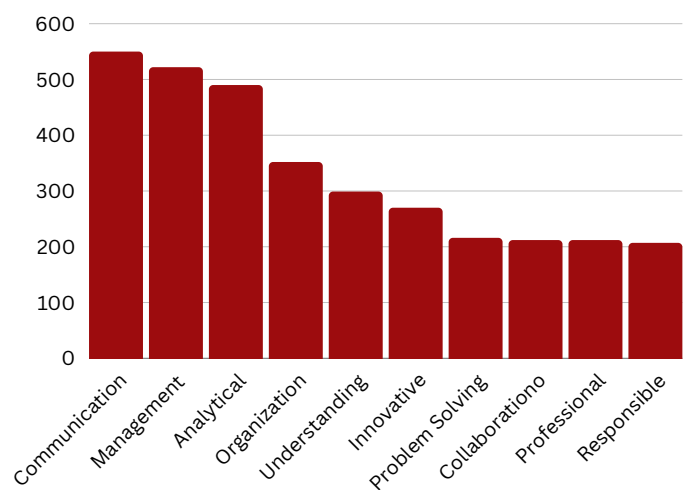
Note the importance of Excel, Project Management, SQL, Microsoft Office, Word, and PowerPoint, and Tableau, in addition to the ability to communicate effectively and analyze a problem.



Top 10 Technical Skills for Business Analysts



Top 10 Professional Skills for Business Analysts



## STEP 2 - Develop a Business Analyst Skillset

Program	
<input checked="" type="checkbox"/>	<b>Register for Bootcamps:</b> Excel, Power BI, Tableau, SQL, Python, VBA, R, Microsoft Certification
<input checked="" type="checkbox"/>	<b>Attend Prep Programs:</b> Project Management, Consulting, Cybersecurity
<input checked="" type="checkbox"/>	<b>Join Student Groups:</b> <u>Information Technology Management Student Association (ITMSA)</u> , <u>Women in Information Technology (WITM)</u> , <u>TMU Toastmasters</u> , <u>TRSM Student Groups</u>
<input checked="" type="checkbox"/>	<b>Participate in Case Competitions/Conferences:</b> <u>Leadership Development</u> , <u>TRACE</u>
<input checked="" type="checkbox"/>	<b>Ted Rogers Co-op:</b> BTM, ENT, HTM, RET, SAF students apply to the Co-op program at the end of 1st year, by June 1. All other Business Management majors apply at the end of 2nd year.
<input checked="" type="checkbox"/>	<b>Hub Insights reports:</b> <u>All About BTM Co-op</u> , <u>A Day in the Life of a Business Analyst</u>

## Why Professional Skills Are Important To Employers



### Communication Skills

A BA needs to work effectively with many different stakeholders within the organization in order to compile relevant data and build out new business processes. Being a strong communicator ensures this is done well.



### Analytical Skills

Inherent in the title – having the ability to look at a problem and break it down into meaningful pieces is critical to this role.

- Practice Critical Thinking: Develop the ability to assess situations objectively and identify key issues. Recommended TED-Ed: "5 Tips to Improve Your Critical Thinking" - Samantha Agoos [Video](#)



### Creativity Skills

Creating/innovating new processes often involves looking at things differently and with a new perspective.



## Leadership Skills

Although you may not be the immediate supervisor of a team right away, you are expected to lead a 'process' – and that requires the ability to influence others.



## Organizational Skills

There are lots of moving parts in a BA role, and you need to be able to manage and organize yourself to meet all your deadlines.



## Teamwork Skills

You will most certainly be working on a team, in this role, where you are accountable to them for specific deliverables.

## STEP 3 - Prepare for the Interview

### Typical Interview Questions for a Business Analyst Role

Our Alumni have shared several questions asked of them during the interview process for a Business Analyst role. Here is how you might prepare to answer these, assuming of course you have already developed the skills relevant to the role.



**Tip #1** As a Business Analyst, you have to collaborate with many stakeholders including those in internal teams. This question seeks to examine your ability to contribute in group settings and how you collaborate with others.

**Share an experience where you had to work with a team to complete a project.**



*In my previous role as [mention your position], I collaborated with a team on a project that involved [briefly describe the project]. We faced challenges, such as [mention a specific challenge], which we overcame by holding a brainstorming session that led to an innovative solution. We maintained effective communication, met project goals ahead of schedule, and learned the importance of teamwork, and creative problem-solving.*



**Tip #2** Being able to showcase that you are adaptable to the changing needs of a client is important. Hiring managers are looking to see how you handle difficult situations/clients and your strategies on handling conflict.

Could you share a time where you worked with a challenging client?

“

*In a previous role, I had to work with a challenging client who had very specific and changing requirements for a project. The client had high expectations and was often demanding. To successfully manage the situation, I focused on establishing open lines of communication and regular check-ins. I decided to document all client requests and changes, to ensure we were on the same page. While it was not an easy task, this approach helped us navigate the project effectively, meet the client's demands, and build a stronger working relationship over time. This experience taught me the importance of adaptability, clear documentation, and the value of communication in managing challenging clients.*

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**Tip #3** Being able to provide convincing advice to clients is a key skill that BAs need. Learning how to effectively present your case is the best way to show that you are capable and knowledgeable.

How do you persuade a client to follow your business advice?

“

*I persuade clients to follow my business advice by first understanding their needs and concerns thoroughly. I focus on building trust through active listening and demonstrating expertise in the area. I present my advice in a clear and concise manner, backed up with data and case studies to illustrate its effectiveness. I also address any potential objections they might have and provide solutions or backups that align with their goals. By highlighting the benefits and potential outcomes of following my advice, I aim to show clients the value it brings to their business. Additionally, I maintain a collaborative approach, encouraging open discussion and always seeking their input.*

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## In-Depth Questions

Interview questions can vary depending on the industry and the level of the role, but we have gathered some commonly asked questions for students interviewing for a *Business Analyst* role.



How do you **handle difficult situations**?



What do you think are the **essential tools for business analysts**?



Have you ever **disagreed with a colleague** when completing a project?

How do you **handle several tasks** at once?



How do you **approach a new analysis** project?

## Quick Tip!

- Use the STAR method to answer behavioural questions based on your own experiences to showcase your knowledge and capabilities. Review the [Behavioural Interviews Hub Insights Report](#) to prepare.
- Remember to tailor your responses to your own experiences and the specific company you're interviewing with.
- **Skills to Develop:** Data analysis, Data and information visualization, Facilitating workshops, Research, Leadership, Project management, and Systems analysis.
- **Where/How to Develop Them:** Internships and Co-ops, Mentorship, Rotational programs, ADaPT - Advanced Digital and Professional Training, TRSM Bootcamps, CBAP training, Agile training, Statistics courses, and Case competitions.

## STEP 4 - Update LinkedIn and Resume - and Apply

Now that you have better positioned yourself for this role, make sure to update your LinkedIn profile, your resume and cover letter to reflect how aligned you now are with this type of role.

Check out these Hub Insights resources for best practices on doing just this!

1. [LinkedIn](#)
2. [Resumes, Cover Letters](#)
3. [Interview Tips: Behavioural Interviews, Behavioural Interviews In-depth](#)

## Some of the Top Employers Hiring Business Analyst



## Meet TRSM Alumni



Senior Business Analyst, BMO

**LAURA HATCH**

“ Laura is an experienced Senior Business Analyst in the Financial Services industry, with a focus on enterprise-wide cross-functional projects for Payments Modernization. She began her career as Business Associate at RBC, then worked at RBC as an Intermediate Business Analyst and is now a Senior Business Analyst at BMO Financial Group. With expertise in digital payments, data analysis, Agile, project and risk management, Laura has been recognized with several internal awards for her contributions.

Laura has worked on multiple projects including Interac e-Transfer, SWIFT gpi, EFT and the Payments Canada Real Time Rail. She holds a Bachelor of Commerce in Marketing Management with a minor in Human Resources Management from Ted Rogers School of Management, where she was a Dean's List recipient.



## Learn More for Free



### **Bridging the Gap:**

This website showcases various articles, templates, and resources designed specifically for Business Analysts.



### **International Institute of Business Analysis (IIBA):**

**IIBA** is a professional association for Business Analysis which offers a variety of free resources like webinars, and articles for Business Analysts. [Create a free account](#) to access some of their resources.



### ***LinkedIn Learning:***

*Certain courses on LinkedIn Learning are available for free. You can explore topics such as business analysis, data analysis, and project management.*

## Visit the Business Career Hub

### **Employer Events**

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming [events](#).

### **Bootcamps/Prep Programs**

Advance your technical skills like Excel and Tableau, earn digital badges, and gain an advantage in today's workforce through Bootcamps.

[Click here to register for current bootcamps.](#)

### **Coaching & Mock Interview**

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



### **Career Consultant Contributor Jason Andrada**

Jason is a Career Consultant with experience in post-secondary advancement and accounting. Having formal training in career development, he is passionate in helping others achieve their dream career and building strong relationships.



### **Student Contributors Muneera Ali**

Muneera is a Business Technology Management student who worked as a Project Coordinator at the Business Career Hub in her 3rd year. She is interested in self-development, gaining meaningful experiences, and wishes to pursue a career in the ever expanding field of Information Technology.



### **Katie Doan**

Katie, a Global Management Studies student, is completing a Co-op work term as the Project Coordinator for Hub Insights. As an active student leader, she supports several initiatives including AIESEC and Fit For Business, where she was a Mentor for 1st Year Students. Her career aspirations include Project Management, Supply Chain, and Logistics Management.