IBAS

MAKE EVERY DECISION DATA-DRIVEN

NEWS LETTER #3

October 7, 2026





RECENT NEWS

What Did Experts Say About the IBAS Curriculum?

The Results Are In!

How do we make sure that the IBAS training programme responds to real business needs?

We ask the people who know them best.

As part of the curriculum development process, IBAS conducted an international validation involving 41 respondents representing SMEs, Business Analytics professionals, managers and employees, VET providers and trainers, higher education and research, business consultants and other professional profiles.

The goal was simple: to find out whether the proposed IBAS curriculum is relevant, practical, up to date and aligned with the needs of SMEs and the labour market.

ONE STRONG MESSAGE

97.6% WOULD RECOMMEND THE IBAS CURRICULUM

THE OVERALL FEEDBACK SHOWS STRONG SUPPORT FOR THE DIRECTION OF THE IBAS TRAINING PROGRAMME.

⭐ 97.6% OF RESPONDENTS WOULD RECOMMEND THE CURRICULUM

⭐ 0 NEGATIVE RECOMMENDATIONS WERE RECORDED

⭐ ALL GENERAL CURRICULUM DIMENSIONS RECEIVED RATINGS ABOVE 4.4 OUT OF 5

THE HIGHEST-RATED ASPECT WAS THE CURRICULUM'S CONTRIBUTION TO DEVELOPING SKILLS GENUINELY NEEDED IN SMES AND BUSINESS-SUPPORT CONTEXTS, WITH A SCORE OF 4.73/5.

YOUR FEEDBACK IS SHAPING IBAS

Validation is not only about confirming what works. It also helps us understand what can be improved. Respondents highlighted several areas for further development, including: practical use of AI and AI-assisted analytics, greater use of real SME datasets and sector-specific cases, integration with systems commonly used by SMEs, including ERP, CRM, accounting and sales platforms, stronger focus on data storytelling and communication, turning analytical results into managerial recommendations and measurable business value. The feedback also suggests adapting the technical depth of programming tools such as Python and R to different learner profiles rather than applying the same level to everyone.



TURN DATA INTO INSIGHTS → TURN INSIGHTS INTO ACTION → MAKE BETTER BUSINESS DECISIONS



More information

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WHAT SKILLS MATTER MOST?

The validation also helped us understand which Business Analytics competences are particularly important for SMEs.

The strongest shared priority was:
📊 Dashboards, KPIs and Business Intelligence tools – 56.1%
Other highly prioritised areas included:
🎯 Business Analytics for SME strategy and competitiveness – 36.6%
🧠 Data literacy and analytical thinking – 34.1%
📈 Financial and business performance analytics – 34.1%
💡 Scenario analysis, risk assessment and decision support – 34.1%

The findings show that SMEs need a combination of data skills, business understanding, performance monitoring, decision support and communication.

LEARNING BY DOING

One message appeared consistently across the validation results:
Business Analytics should be practical. Rather than relying mainly on theoretical learning, participants should have opportunities to analyse real business situations, make decisions and turn data into actionable recommendations.