



AI Implementation Training Pathway for Business Analysts

A structured, self-paced learning journey combining core Business Analysis discipline with practical AI & automation skills — free and paid resources, real courses, and hands-on tools.

Certifications

Prompt Engineering

Automation Tools

Free YouTube Training

5-Phase Roadmap



A Note From Me

Why I put this together

Over the past year, I've had a steady stream of people, junior BAs, career-changers, and experienced analysts alike, asking me some version of the same question: *"Where do I even start with AI?"*

I'm a Senior Business Analyst with over a decade of delivery experience across UK public sector and financial services, and more recently I've been applying AI and automation directly to real BA work. I put this guide together because I kept answering the same question one-to-one, and I'd rather make it genuinely useful to more people than keep it in my inbox.

This isn't a sales pitch. It's the actual pathway I'd point a younger version of myself towards, real courses, real certifications, and real free content, sequenced in an order that makes sense.

If it's useful to you, I'd love to hear about it, and I'm always happy to connect with people genuinely working on this path. Details on the last page.

Good luck,

Zafar Mahmood

Founder, AI Reachout Solutions



What's Inside

Your roadmap through this booklet

This booklet is organised into five sequential phases, plus a curated list of YouTube channels for ongoing free learning. Each phase includes real courses, certifications, and platforms, with direct links so you can start immediately.

1

Phase 1 — Foundation (Weeks 1–4)

Core AI literacy, BCS Foundation Certificate, prompt engineering basics

2

Phase 2 — Applying BA Discipline to AI Projects (Weeks 4–10)

AI readiness assessments, process modelling, requirements for AI/ML

3

Phase 3 — Technical Familiarity (Weeks 8–14)

No-code automation, AI agents, enterprise AI tools

4

Phase 4 — Credibility & Positioning (Weeks 12–20)

BCS Diploma, portfolio building, published content

5

Phase 5 — Ongoing Development (Month 5+)

Communities, staying current, continuous learning



Bonus — Free YouTube Channels

Curated channels for AI automation and BA-relevant content



Phase 1 — Foundation

Weeks 1–4 · Build core AI literacy and understand where AI fits into BA practice

BCS Foundation Certificate in Artificial Intelligence

CERTIFICATION

Globally recognised entry-level AI certification covering machine learning basics, ethics, governance, and real-world AI application. Ideal starting credential for BAs with no formal AI qualification. Delivered by BCS-accredited training partners; assessed via a 40-question multiple-choice exam.

bcs.org/qualifications-and-certifications/.../bcs-foundation-certificate-in-artificial-intelligence

Generative AI for Everyone

DEEPLARNING.AI · FREE

Taught by Andrew Ng (founder of DeepLearning.AI, Coursera co-founder). Non-technical introduction to how generative AI works, hands-on exercises, and real business use cases. The best starting point for anyone new to AI concepts.

deeplearning.ai/courses/generative-ai-for-everyone

AI Prompting for Everyone

DEEPLARNING.AI · FREE

Practical follow-on course teaching how to craft clear, effective prompts for everyday professional tasks — directly transferable to requirements drafting, documentation, and stakeholder communication.

deeplearning.ai/courses/ai-prompting-for-everyone

Prompt Engineering for ChatGPT

COURSERA · VANDERBILT

University-backed course on getting expert-level results from ChatGPT and similar tools — structuring prompts, iterating, and applying outputs to real work tasks. Free to audit.

coursera.org/learn/prompt-engineering

Phase 1 milestone: Publish one short article or LinkedIn post explaining, in plain language, how BA discipline and AI implementation intersect. This turns passive learning into visible credibility from week one.



Phase 2 — Applying BA Discipline to AI Projects

Weeks 4–10 · Learn to run AI/automation projects with real BA rigour

Generative AI for Business Analysts (Specialization)

COURSERA

Purpose-built for this exact transition. Covers applying GenAI to core BA activities, prompt strategies for BA use cases, and responsible AI implementation including data privacy and change management. Includes a shareable credential.

coursera.org/specializations/generative-ai-for-business-analysts

IIBA — Business Analysis & Artificial Intelligence Resources

IIBA

The International Institute of Business Analysis publishes guidance, webinars and a growing body of practice on applying BA competencies (elicitation, process modelling, stakeholder analysis) specifically to AI-enabled change initiatives.

iiba.org/business-analysis-blogs

BPMN & Process Modelling for Automation Projects

UDEMY

Practical BPMN and swimlane modelling courses, searchable directly on Udemy, apply standard process-mapping technique specifically to automation and AI project scoping (as-is / to-be design).

udemy.com/courses/search/?q=BPMN+process+mapping

Introduction to Generative AI (Google Cloud)

GOOGLE CLOUD · FREE

Short, free micro-course explaining generative AI fundamentals from an enterprise/cloud implementation angle — useful for understanding data and infrastructure considerations behind AI readiness assessments.

cloudskillsboost.google/course_templates/536

Phase 2 milestone: Build one AI Readiness Assessment or Current-State/Future-State process map for a real or hypothetical automation use case. This becomes your first practical portfolio artefact.

Phase 3 — Technical Familiarity

Weeks 8–14 · Hands-on exposure without needing to become a developer

n8n Official Text Courses

N8N.IO · FREE

Official beginner-to-intermediate courses direct from n8n, the leading open-source workflow automation platform. Covers triggers, nodes, data flow, and building AI agents inside automated workflows — no coding required.

docs.n8n.io/courses

Introduction to Workflow Automation with n8n

DATA CAMP

Structured course building complete, intelligent workflows including AI-powered automations — from zero to a full onboarding pipeline capstone project connecting LLM classification and conditional routing.

datacamp.com/courses/introduction-to-workflow-automation-with-n8n

Build AI Agents: Multi-AI Agent Systems

DEEPLARNING.AI

Learn to design and prompt teams of AI agents working together to automate business workflows — exceeds single-prompt performance and reflects how modern automation/chatbot systems are actually architected.

deeplearning.ai/short-courses

Microsoft Copilot Fundamentals

MICROSOFT LEARN · FREE

Official Microsoft training path for understanding and deploying Copilot across an organisation — directly useful for BAs supporting enterprise AI rollouts.

learn.microsoft.com/en-us/training/copilot

Phase 3 milestone: Build one working n8n automation end-to-end, even a simple one, and document it. Hands-on proof of delivery beats theoretical knowledge in every client conversation.



Phase 4 — Credibility & Positioning

Weeks 12–20 · Convert learning into demonstrable, evidenced expertise

BCS International Diploma in Business Analysis

CERTIFICATION

The recognised gold-standard BA qualification in the UK. Pairs formally with your AI credentials from Phases 1–3 to position you as both a rigorous BA practitioner and an AI-capable consultant. Exemptions available for existing IIBA/CBAP holders.

bcs.org/.../bcs-international-diploma-in-business-analysis

IIBA Certification Pathway (ECBA / CCBA / CBAP)

IIBA

Alternative or complementary international BA certification track, widely recognised outside the UK. Useful if targeting global or US-based consulting clients.

iiba.org/business-analysis-certifications

Gumroad / Substack / Medium

PUBLISHING PLATFORMS

Publish a portfolio case study, guide, or framework demonstrating your AI-implementation methodology.

Doesn't need to be a full book — a single well-written case study builds real credibility and can be repurposed into LinkedIn content.

gumroad.com | substack.com

LinkedIn Learning — AI for Business Analysts

LINKEDIN LEARNING

Short, focused courses that award a LinkedIn-integrated certificate, ideal for visible profile credibility while you work toward the larger BCS/IIBA credentials.

linkedin.com/learning/topics/artificial-intelligence

Phase 4 milestone: One published case study or framework + one formal AI or BA credential added to your LinkedIn profile. This is the phase where learning becomes marketable authority.



Phase 5 — Ongoing Development

Month 5 onward · Stay current in a fast-moving field

BCS AI Community

BCS

Ongoing access to events, publications, and peer discussion once you hold a BCS AI qualification — a good way to stay current without constant new course enrolment.

bcs.org/membership-and-registrations/member-communities

n8n Community Forum

N8N.IO · FREE

200,000+ member community sharing real automation workflows, troubleshooting, and new node/feature releases — the fastest way to keep automation skills current.

community.n8n.io

DeepLearning.AI: The Batch (Newsletter)

FREE NEWSLETTER

Weekly, digestible newsletter from Andrew Ng's team summarising major AI developments in plain language — a low-effort way to stay genuinely current.

deeplearning.ai/the-batch

Phase 5 rhythm: Set a recurring 30–60 minutes per week to read one newsletter and skim one community thread. Small, consistent input beats occasional deep dives for staying current long-term.

Bonus — Free YouTube Channels

Curated, hands-on channels for ongoing free learning

These channels are chosen specifically for practical, hands-on content over hype — real workflows, real tool demonstrations, minimal fluff.

DeepLearning.AI

FOUNDATIONS

Andrew Ng's official channel — foundational AI/ML concepts explained clearly, plus short course companion videos.

youtube.com/@Deeplearningai

Nate Herk – AI Automation

N8N & AI AGENTS

426,000+ subscribers. Ex-Business Intelligence Analyst (Goldman Sachs) teaching n8n automation step-by-step, with full production-ready workflow walkthroughs — highly relevant given his own analyst background.

youtube.com/@nateherk

Liam Ottley / Morningside AI

AI AGENCY MODEL

Practical playbook on building and selling AI automation services to businesses — chatbots, voice agents, and client delivery, directly relevant to running an AI automation consultancy.

youtube.com/@LiamOttley

n8n (Official Channel)

OFFICIAL

Official tutorials, feature releases, and use-case walkthroughs straight from the platform's own team.

youtube.com/@n8n-io

Matt Wolfe

AI TOOLS & NEWS

Balanced, practical reviews of new AI tools as they launch — useful for staying aware of what's genuinely useful versus hype.

youtube.com/@mreflow

IIBA (Official Channel)

BA-SPECIFIC

Webinars and panel discussions specifically on the evolving role of Business Analysis, including AI's impact on the profession.

youtube.com/@IIBAvideos



How to Use This Booklet

A few honest notes before you start

Go in order, but don't wait to be "ready"

Each phase builds on the last, but the milestones matter more than perfect sequencing. A published post in Week 2 is worth more than a perfect plan you never start.

Free resources first, paid credentials when it counts

Everything in Phases 1–3 has a genuinely free option. Save paid certifications (BCS, IIBA) for Phase 4, once you already know the material is worth formalising.

Links and course details change

Course platforms update content, pricing, and URLs over time. If a link doesn't resolve, search the course/certification name directly on the provider's official site.

This is a generic pathway

This booklet is intentionally written as a general-purpose guide, not tailored to any one person's background, employer, or goals. Adapt the pacing and depth to your own starting point.



Let's Stay Connected

If this guide helped you get started, I'd genuinely like to hear about it, and I'm always glad to connect with people working on this path.

LinkedIn: [linkedin.com/in/zafarbusinessanalyst](https://www.linkedin.com/in/zafarbusinessanalyst)

Website: ai-reachoutsolutions.com

Email: info@ai-reachoutsolutions.com

Book a free chat: calendly.com/ai-reachoutsolutions-info/30min

[Say hello on LinkedIn](#)

[Share your progress](#)

[Ask me anything about the path](#)