SAGRADO
Universidad del Sagrado Corazón

Syllabus

Title: Fundamentals of Business Analysis II

Code: BAN 102

Prerrequisite: BAN 101

CREDITS: 3 credits | 45 contact hours | 1 term

Description

This course is a continuation of the introduction to business analysis and is based on the core content of the International Institute of Business Analysis (IIBA) body of knowledge on business analysis. The Fundamentals II course reinforces the critical role that business analysis plays in increasing organizational effectiveness and provides an initial immersion in data-driven management practices. As a complement to the Fundamentals I course, this course focuses on developing solutions that use information technology to meet business needs—such as those that enable a better understanding of customers or facilitate efficient communication with the team. The effectiveness and value of these solutions are examined from the perspective of stakeholders and the context in which they are used. The course emphasizes problem-based learning and the use of simulation tools to facilitate the evaluation of potential solutions to complex problems. Cesim, Captivate, and Articulate 360 are some of the simulation tools and platforms that may be used in this course. This course is designed for students in the Business Administration program's Business Analysis concentration and aims to promote the learning of data analysis within the context of organizational and business operations.

Justification

Business analysis helps define the scope, quality, and integrity of potential solutions to problems or challenges faced by companies, in order to guide the implementation of changes that lead to the improvement or resolution of these issues. At its core, the business analyst helps companies achieve their objectives by generating and validating solutions to identified problems. The primary purpose of a business analyst is to promote agility and efficiency in organizations through defined business processes. This objective is achieved through decision-making within the company that is informed by such analysis. Therefore, it is assumed that, to be effective, a company's leadership will seek to be informed by the

results of the analysis to implement the necessary changes that allow the company to remain competitive in an ever-changing market. The Fundamentals II course emphasizes the development and evaluation of solutions to problems identified within companies. The course uses simulation tools to facilitate the evaluation of potential solutions to complex problems.

COMPETENCIES

The course develops the following competencies in students:

- Critical Thinking
- Research and Exploration
- Communication

OBJECTIVES

Upon completion of the course, students will be able to:

1. Use techniques for gathering information from stakeholders in the development of potential solutions to business problems.
2. Use effective communication strategies to promote collaboration and facilitate the management of solution development.
3. Analyze and communicate the risks associated with identified problems and proposed solutions.
4. Assess the changes introduced by the proposed solutions to identified problems within the context of the company.
5. Assess the performance and value created by the solutions implemented by the company, including the use of prototypes and pilot programs.
6. Understand that there are different perspectives in business analysis, including business intelligence and enterprise architecture, among others.

Content

I. Gathering Information and Collaborating on Problem Solving
   A. Gathering information from stakeholders
   B. Information-gathering techniques
   C. Managing collaboration with stakeholders
II. Strategic Analysis
   A. Analysis of the current state of the business
   B. Defining the Future State the Business Wishes to Achieve
   C. Assessment of Risks Related to Desired Changes

D. Mapping out the transition path to the desired state

III. Design and Implementation of Solutions
   A. Validation of requirements
   B. Defining and presenting potential solutions
   C. Value-added analysis of possible solutions
   D. Introduction to “Design Thinking”

IV. Solution Evaluation
   A. Measuring the performance of implemented solutions
   B. Analyzing and communicating performance metrics
   C. Analysis of Limitations and Strategies for Continuous Improvement

V. Perspectives on Business Analysis
   A. The “Agile” Perspective
   B. Business Intelligence
   C. The IT perspective
   D. Business Architecture

METHODOLOGIES

The following active learning strategies are recommended:

- Lectures by the instructor
- Analysis using a simulator
- Problem-based learning
- Student presentations
- Micro-projects

EVALUATION

Midterm assignments	30%
Exams	30%
Essays	10%
Oral Presentation	10%
Micro Project – Case Study	20%
Total	**100%**

Student Learning Assessment

The institutional assessment rubric is applied to the core activity of the course.

BIBLIOGRAPHY

Text

1. International Institute of Business Analysis (IIBA). (2015). A Guide to the Business Analysis Body of Knowledge (BABOK Guide) (3rd ed.). IIBA.

Other Resources

2. Cadle, J., Paul, D., Turner, P. (2014). Business Analysis Techniques: 99 Essential Tools for Success—2nd Edition. BCS Learning & Development Limited
3. Carlberg, C. (2019). Business Analysis with Microsoft Excel—5th Edition. Que Publishing.
4. Cox, A. (2023). Business Analysis for Dummies. John Wiley & Sons.
5. Elgendy, M. (2014). Business Analysis for Beginners: Jump-Start Your BA Career in Four Weeks. Published by Mohamed Elgendy.
6. Kosarenko, Y. (2019); Business Analyst: A Profession and a Mindset; Published by Kosarenko.
7. Milani, F. (2019). Digital Business Analysis (pp. 1–429). Basel, Switzerland: Springer International Publishing.
8. Paul, D., & Cadle, J. (2020); Business Analysis; British Computer Society Learning and Development Ltd 2020, 4th Edition.
9. Project Management Institute (PMI). (2023). Business Analysis for Practitioners: A Practice Guide – Second Edition. PMI.
10. Winter, H. (2019). The Business Analysis Handbook: Techniques and Questions to Deliver Better Business Outcomes. Kogan Page Publishers.

Reasonable Accomodation

For detailed information on the process and required documentation, please visit the appropriate office. To ensure a level playing field, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, any student who requires Reasonable Accomodation or special assistance must complete the process established by the Vice-Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at the Universidad del Sagrado Corazón to take courses with or without academic credit. A breach of academic integrity is any act or omission that fails to demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who violates the policy on honesty, fraud, and plagiarism is subject to the following sanctions: a grade of zero on the assessment and/or having to redo the seminar assignment; a grade of F(*) in the seminar; or suspension or expulsion, as established in the Academic Integrity Policy document effective November 2022.

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