

## SOC SCI 2BA3

### Introduction to Business Analysis for Social Sciences

[Monday 7pm to 10pm]  
[KTH B132]

**Instructor:** Christopher Longtin  
**Office Hours:** Monday 5:30pm to 6:30pm | KTH 208  
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#### Course Description:

Business Analysis is the practice of enabling change in an organizational context, by defining needs and recommending solutions that deliver value to stakeholders. This course will introduce students to *A Guide To The Business Analysis Body Of Knowledge's (BABOK Guide)* six (6) knowledge areas and the set of strategic activities inherent within each area. Students will prepare for participation in future business analysis projects through needs analysis and business plan development, using industry standard strategies such as project charter, interview and focus group techniques.

#### Course Objectives:

##### Developing Transferable Skills

Students will focus on functional business analysis activities associated with developing academic skills that are transferable to other university courses as well as to a wide variety of corporate workplace environments. These skills include:

- Develop new or improved innovative business processes from gap analysis through process design in support of a company's strategic objectives in a socially responsible manner.
- Use a project management approach to effectively communicate both technical and business information to a variety of internal and external stakeholders.
- Collaborate, network and communicate with various stakeholders in an ethical manner by applying negotiation and problem-solving skills in order to evaluate and align business processes and business models with the strategic objectives of the organization.

#### Required Textbooks:

ISBN	Textbook Title & Edition	Author & Publisher
978-1-927584-02-6	BABOK V.3 Business Analyst Handbook (2015)	International Institute of Business Analysis

**Evaluation Components and Due Dates:**

<b>Assessment</b>	<b>% of Total Grade</b>	<b>Assessment Components</b>	<b>% of Total Grade</b>	<b>Component Due Date</b>
Module 1 Quiz [Hosted on A2L]	5%			Submit by 7pm ET 01/22/18
In-Class Activities [Workshop Format]	25%			
		Brainstorming	2.5%	Week 3 In-Class Activity
		Stakeholder Matrix	2.5%	Week 4 In-Class Activity
		Customer Journey Map	5%	Week 5 In-Class Activity
		Stakeholder Engagement	2.5%	Week 6 In-Class Activity
		Henderson Models	2.5%	Week 8 In-Class Activity
		5 Forces	5%	Week 9 In-Class Activity
		SWOT	5%	Week 10 In-Class Activity
Independent Assignments	60%			
		Business Model Canvas (Current State)	15%	Submit by 7pm ET 02/05/18
		Stakeholder Engagement Strategy + Survey/Questionnaire	10%	Submit by 7pm ET 02/12/18
		Gap Analysis + Future State Hypothesis	15%	Submit by 7pm ET 03/05/18
		Balanced Scorecard	10%	Submit by 7pm ET 03/19/18

		Metrics + Key Performance Indicators	10%	Submit by 7pm ET 04/02/18
Business Analysis Oral Presentation	10%			Week 11 to 14

**Written Assignments:** All written assignments are to be typed and submitted in a digital. The majority of assignments for this course have a suggested template. For those students opting out of using the template, please include a title page with your name, student number, the topic title of the assignment and the date submitted. If the submission is in a MS Word format, please ensure it is double spaced. All assignments will be submitted through the Dropbox in Avenue 2Learn.

**Submitting Assignments Electronically:** Individual assignments submitted electronically must include your last name in the filename: e.g. Smith\_Assignment\_5.pptx.

**Late Submissions:** All work is due at the time and date stated within each individual assignment unless otherwise agreed to in advance and in writing by the instructor. A late penalty of 5% / per calendar day, or each portion thereof, will be deducted from the achieved grade effective immediately once the established due date / time has passed.

**Class Participation and Engagement:** Class participation and engagement is an important component of this course and all students are encouraged to be active participants throughout the term. There are a number of independent assignments that draw from in class lecture and in-class assignment components. Your success is greatly influenced by your attendance and participation.

**Group Assignments:** For any group assignment, all students in each group are expected to fully and equally contribute to the workload associated with that assignment. The course instructor reserves the right to distribute and collect "peer evaluation" forms as deemed necessary to accurately reflect participation levels. Individual assignment grades will be adjusted accordingly.

**Policy for Returning Assignments/Posting Grades:** In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University requires all tests and assignments to be returned directly to the student, in a timely fashion. As such, the following possibilities exist for the return of graded materials throughout the term:

1. direct return of materials to students in class;
2. submit / grade / return papers electronically
3. return of materials to students during office hours;
4. students attach a stamped, self-addressed envelope when submitting the assignments for return by mail (for final capstone assignment only)

Arrangements will be finalized for the return of assignments from the options listed above by the instructor during the first class.

Grades for assignments may only be posted using the last 5 digits of the student number as the identifying data. Final grades for the course will be posted on MOSAIC.

## UNIVERSITY POLICY ON ACADEMIC DISHONESTY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade

of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at <http://www.mcmaster.ca/academicintegrity>

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

## **USE OF AVENUE TO LEARN IN THIS COURSE**

In this course we will be using Avenue to Learn for the online components of the course. Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation, may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

## **USE OF TURNITIN.COM IN THIS COURSE**

In this course we will be using a web-based service (Turnitin.com) to reveal plagiarism and to allow for in-document instructor feedback. Students will be expected to submit their work electronically to Turnitin.com, via the A2L dropbox, so that it can be checked for plagiarism. Students who do not wish to submit their work to Turnitin.com must still submit a digital copy of their work to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, etc.). To see the Turnitin.com policy, please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity) .

## **FACULTY OF SOCIAL SCIENCES E-MAIL COMMUNICATION POLICY**

Effective September 1, 2010, it is the policy of the Faculty of Social Sciences that all e-mail communication sent from students to instructors (including to TAs), and from students to staff, must originate from the student's own McMaster University e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from a McMaster account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

## **MCMASTER STUDENT ABSENCE FORM (MSAF)**

This on-line self-reporting tool is for undergrad students to report one absence of up to three days per term. The MSAF gives you the ability to request relief for any missed academic work during that one absence (that is less than 25% of the course grade). Please note: this tool cannot be used during any final examination period.

You may submit only 1 MSAF per term. This form should be filled out as soon as possible before you return to class after your absence. It is YOUR responsibility to follow up with your instructor

immediately (within 48 hours of submitting the MSAF) in person or by email regarding the nature of the relief that is possible for the missed work.

If you are absent more than three days or exceed one request per term, are absent for a reason other than medical, or have missed work worth 25% or more of your final grade, you **MUST** visit the office of the Associate Dean in your Faculty. You may be required to provide supporting documentation to the Faculty office. You must **NOT** submit any medical or other relevant documentation to your instructor. Your instructor may **NOT** ask you for such documentation. All documentation requests will only come from the Faculty office.

**You must fill out the MSAF form through Mosaic report your absence.**

## **ACCESS COPYRIGHT REGULATIONS**

McMaster University holds a licensing agreement with Access Copyright, the Canadian Copyright Licensing Agency. Information on current regulations for copying for education purposes can be found at the following website: <http://www.copyright.mcmaster.ca/>

### **Academic Accommodation of Students with Disabilities:**

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140, ext. 2865 or e-mail [sas@mcmaster.ca](mailto:sas@mcmaster.ca). For further information, consult McMaster University's Policy for [Academic Accommodation of Students with Disabilities](#).

## **COURSE SCHEDULE**

The preliminary weekly course schedule for winter 2018 is listed below, however please note that at certain points in the course it may make good sense to modify the schedule to ensure continued student success. The instructor reserves the right to modify elements of the course material and course schedule as required, and will notify students accordingly in advance.

### **Course Schedule - Winter 2018**

<b>Wk no.</b>	<b>Week Starting</b>	<b>Topic</b>	<b>Reading</b>	
1	Jan 8	Business Analysis Introduction	BABOK V3 p.1 - 20	
2	Jan 15	Business Analysis Perspectives & Competencies	BABOK V3 p. 367 – 439	
			p. 187 - 216	
Quiz Submission due by 7pm ET on 01/22/18				

3	Jan 22	Planning & Monitoring	BABOK V3 p. 21-52	Acceptance & Evaluation Criteria (p.217) Brainstorming (p. 227) Business Capability Analysis (p. 230) Business Model Canvas (p. 236)
4	Jan 29	Planning & Monitoring	BABOK V3 p. 21-52	Decision Analysis (p. 261) Organizational Modelling (p. 308) Root Cause Analysis (p. 335) Stakeholder List, Map, or Personas (p.344)
	Business Model Canvas Submission due by 7pm ET on 02/05/18			
5	Feb 05	Elicitation & Collaboration	BABOK V3 p. 53-74	Observation (p. 305) Interviews (p. 290) Customer Journey Map (A2L) Survey or Questionnaire (p.350)
	Stakeholder Engagement Submission due by 7pm ET on 2/12/18			
6	Feb 12	Elicitation & Collaboration	BABOK V3 p. 53-74	Focus Groups (p. 279) Workshops (p. 363) Glossary (p. 286)
7	Feb 19	<b>Reading Week</b>		
8	Feb 26	Requirements Analysis & Design Definition	BABOK V3 p. 133-162	Benchmarking & Market Analysis (p. 226) Henderson Models (A2L)
	Gap + Future State Hypothesis Assignment Submission due by 7pm ET on 3/05/18			
9	Mar 05	Strategy Analysis & Solution Evaluation	BABOK V3 p. 99-132 p.163-186	Balanced Scorecard (p 223) Porters 5 Forces (A2L)
10	Mar 12	Strategy Analysis & Solution Evaluation	BABOK V3 p. 99-132 p.163-186	Risk Analysis & Management (p.329) SWOT Analysis (353)
	Balanced Scorecard Assignment due by 7pm ET on 3/19/18			
11	Mar 19	Requirements Life Cycle Management	BABOK V3 p. 75-98	Metrics & Key Performance Indicators (p.297) Roles and Permissions Matrix (p. 333)
12	Mar 26	Requirements Life Cycle Management	BABOK V3 p. 75-98	
Metrics & Key Performance Indicators Submission due by 7pm ET on 4/02/18				
13	Apr 2	Solution Evaluation	BABOK V3 p.163-186	
14	Apr 9	Solution Evaluation	BABOK V3 p.163-186	