

SOC SCI 2BA3

Introduction to Business Analysis for Social Sciences

Tuesday 7pm to 10pm
T34 103

Instructor: Christopher Longtin
Office Hours: Tuesday, By Appointment | 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

Optional Textbooks:

This book is available digitally via McMaster Library and is therefore noted as an optional purchase on this syllabus.

ISBN	Textbook Title & Edition	Author & Publisher
978-0-470-87641-1	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (2010)	Alexander Osterwalder, Yves Pigneur; Wiley

Evaluation Components and Due Dates:

Assessment	% of Total Grade	Assessment Components	% of Total Grade	Component Due Date
Take-Home Open-Book Quiz	5%			7pm ET 09/18/18
In-Class Workshops	20%	8 workshops at 2.5% each		7pm-9pm Week 2 - 10
Independent Assignments	65%	Business Model Canvas (Current State)	15%	7pm ET 09/25/18
		Stakeholder Engagement Strategy + Facilitation Guide	10%	7pm ET 10/16/18
		Gap Analysis + Future State Hypothesis	20%	7pm ET 10/30/18
		Balanced Scorecard	20%	7pm ET 11/20/18
Final Assignment: Final Presentation	10%			Week 11 to 14

Course Lectures:

Lectures for Week 2 - 10 will be available on A2L one week prior to the stated class. This hybrid approach allows for in-class activities to be interactive and will shorten the class time in Week 2 through 10 to two hours.

Written Assignments: All written assignments are to be typed and submitted in a digital format. The majority of assignments for this course have a suggested template available on A2L. 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 10% per calendar day, or each portion thereof, will be deducted from the achieved grade effective immediately once the established due date / time has passed. In the case of assignments due at 7pm ET and submitted before 12pm ET, a 5% penalty will be assessed.

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 .

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. For this course, an alternate due date will need to be negotiated with the Instructor.

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. For further information, consult McMaster University's Policy for [Academic Accommodation of Students with Disabilities](#).

COURSE SCHEDULE

The preliminary weekly course schedule for Fall 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 – Fall 2018

Wk no.	Week Starting	Topic	Readings	
1	Sep 4	Business Analysis Introduction	BABOK V3 p.1 - 20	
2	Sep 11	Business Analysis Perspectives & Competencies	BABOK V3 p. 367 – 439 p. 187 – 216	Business Model Generation: Chapter 1
3	Sep 18	Planning & Monitoring	BABOK V3 p. 21-52	BABOK V3 Acceptance/Evaluation Criteria (p.217) Brainstorming (p. 227) Business Capability Analysis (p. 230)
				Timed Take Home Open Book Quiz due by 11:59pm ET on September 18th
4	Sep 25	Planning & Monitoring	BABOK V3 p. 21-52	BABOK V3 Decision Analysis (p. 261) Organizational Modelling (p. 308) Root Cause Analysis (p. 335) Stakeholder List/Map/Personas (p.344)
				Business Model Canvas Submission due by 7:00pm ET on September 25th

5	Oct 2	Elicitation & Collaboration	BABOK V3 p. 53-74	BABOK V3 Observation (p. 305) Interviews (p. 290) Survey or Questionnaire (p.350) Focus Groups (p. 279) Workshops (p. 363) Glossary (p. 286)
6	Oct 9	Mid-term Break		
7	Oct 16	Requirements Analysis & Design Definition	BABOK V3 p. 133-162	BABOK V3 Benchmarking & Market Analysis (p. 226)
Stakeholder Engagement Plan & Facilitation Guide due by 7:00pm ET on October 16th				
8	Oct 23	Strategy Analysis & Solution Evaluation	BABOK V3 p. 99-132 p.163-186	Henderson Models (A2L) Business Model Generation: Chapter 4
9	Oct 30	Strategy Analysis & Solution Evaluation	BABOK V3 p. 99-132 p.163-186	Porters 5 Forces (A2L) BABOK V3 Risk Analysis & Management (p.329) SWOT Analysis (353) Business Model Generation: Chapter 4
Gap + Future State Hypothesis Assignment Submission due by 7:00pm ET on October 30th				
10	Nov 6	Requirements Life Cycle Management	BABOK V3 p. 75-98	Metrics & Key Performance Indicators (p.297) Roles and Permissions Matrix (p. 333) Balanced Scorecard (p 223)
11	Nov 13	Final Presentations		
12	Nov 20	Final Presentations		
Balanced Scorecard Assignment due by 11:59pm ET on November 20th *November 20 th Presenters Gain a 1 Week Extension to 11:59pm ET on November 27th				
13	Nov 27	Final Presentations		
14	Dec 4	Final Presentations		