McMaster University

SOCSCI 2BA3 – Introduction to Business Analysis for Social Sciences

January 6th 2020 to April 6th 2020

Time: Monday 7 to 10pm

Classroom: BSB 119

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Office hours: by appointment

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# Course Overview

## 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:

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:

1. 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.
2. Use a project management approach to effectively communicate both technical and business information to a variety of internal and external stakeholders.
3. 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.

## Course Format

Lectures will be available on A2L the Sunday prior to the stated class. This hybrid approach allows for in-class activities to be interactive and will shorten the class time in Week 1 through 10 to two hours.

In some cases, in-class time might be replaced by web-conferencing using Zoom. Students will be alerted prior and instructions will be posted within A2L.

Students in this class will participate in at least one business simulation (video games). These will be completed in groups during class time. Information on the simulations can be accessed via A2L and as part of course lecture.

## Required Texts:

1. BABOK V.3 Business Analyst Handbook (2015) [ISBN: 978-1-927584-02-6]

International Institute of Business Analysis

## Additional Suggested Readings

1. [Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (2010)](https://discovery.mcmaster.ca/iii/encore/record/C__Rb2304065__Sbusiness%20model%20generation__Orightresult__U__X7?lang=eng&suite=def) [ISBN: 978-0-470-87641-1] - Alexander Osterwalder, Yves Pigneur; Wiley

This book is available digitally via McMaster Library and is therefore noted as an optional purchase on this syllabus. Students need to read this material to be successful in the class.

# Course Requirements/Assignments

## Requirements Overview and Deadlines

1. Independent Assignments – 65% of total grade
2. Group Assignments – 15% of total grade
3. Class Participation & Workshop Quality – 20% of total grade

## Requirement/Assignment Details

1. Independent Assignments (60%)

* 10% - Take-Home Open-Book Quiz “The Job Interview” due January 20th at 11:59pm
* 5% - Customer Development Interview due February 20th at 7:00pm
* 20% Gap Analysis + Future State Hypothesis due March 2nd at 7:00pm
* 10% Final Assignment [Final Exam Equivalent] Presentation + Future State due as Scheduled
* 20% Balanced Scorecard due April 6th at 11:59pm

1. Group Assignment (15%)

* 15% Business Model Canvas (Current State) due January 27th at 11:59pm

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.

1. Class Participation & Workshop Quality (20%)

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

# Assignment Submission and Grading

## Submitting Assignments & Grading

* Should you wish early feedback on your assignment, please email it at least 48 hours prior to the deadline. The earlier it is submitted, the more time you will have to action the feedback before submission.
* All written assignments are to be typed and submitted in a digital format. 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.
* Individual assignments submitted electronically must include your last name in the filename: e.g. Smith\_Assignment\_5.pptx
* 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 15% per calendar day, or each portion thereof, will be deducted from the achieved grade effective immediately once the established due date / time has passed. There is a 15 minute grace period for technology mishaps. You are encouraged to upload or email the document prior to the conclusion of this 15 minute grace period. After the grace period, the full deduction applies.

## Avenue to Learn

In this course we will be using Avenue to Learn. 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 with the course instructor.

## Privacy Protection

In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University will not allow return of graded materials by placing them in boxes in departmental offices or classrooms so that students may retrieve their papers themselves; tests and assignments must be returned directly to the student. Similarly, grades for assignments for courses may only be posted using the last 5 digits of the student number as the identifying data. The following possibilities exist for return of graded materials:

1. Direct return of materials to students in class;
2. Return of materials to students during office hours;
3. Students attach a stamped, self-addressed envelope with assignments for return by mail;
4. Submit/grade/return papers electronically.

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

## Extreme Circumstances

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

# Student Responsibilities

[Below is a sample of student responsibilities. These can be altered or removed based on instructor’s preference]

* Students are expected to contribute to the creation of a respectful and constructive learning environment. Students should read material in preparation for class, attend class on time and remain for the full duration of the class. A formal break will be provided in the middle of each class, students are to return from the break on time.
* In the past, student and faculty have found that non-course related use of laptop computers and hand-held electronic devices during class to be distracting and at times disruptive. Consequently, during class students are expected to only use such devices for taking notes and other activities directly related to the lecture or class activity taking place.
* Please check with the instructor before using any audio or video recording devices in the classroom.

## Academic Integrity

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](http://www.mcmaster.ca/academicintegrity.).

The following illustrates only three forms of academic dishonesty:

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

## Academic Accommodation of Students with Disabilities

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail [sas@mcmaster.ca](mailto:sas@mcmaster.ca) For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](https://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf) policy.

## Religious, Indigenous and Spiritual Observances (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request to their Faculty Office normally within 10 working days of the beginning of term in which they anticipate a need for accommodation or to the Registrar’s Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

Please review the [RISO information for students in the Faculty of Social Sciences](https://socialsciences.mcmaster.ca/current-students/riso) about how to request accommodation.

## 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 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, they may not reply.

## McMaster Student Absence Form (MSAF)

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work”. For the purposes of this class, an MSAF will extend the deadline of submission by 7 calendar days. For example, an assignment due on January 6th at 11:59pm would now be due on January 13th at 11:59pm.

# Course Weekly Topics and Readings

Week 1 & 2 : January 6th, January 13

### Topics:

* Competencies & Methodologies.

### Readings:

* BABOK V3: p.1-20, 367-439, 187-216.
* BMC: Chapter 1.

Week 3 & 4 : January 20th, January 27th

### Topics:

* Planning & Monitoring.

### Readings:

* BABOK V3: p. 21-52; 217, 227, 230, 261, 308, 335, 344.

Week 5 & 6 : February 3rd, February 10th

### Topics:

* Elicitation & Collaboration.
* Requirements Analysis & Design Definition.

### Readings:

* BABOK V3: p. 53-74; 305, 290, 350, 279, 363, 286.

Week 8 : February 24th

### Topics:

* Requirements Analysis & Design Definition
* Strategy Analysis; Solution Evaluation.

### Readings:

* BABOK V3: p. 133-162, 226.

Week 9 & 10: March 2nd, March 9th

### Topics:

* Strategy Analysis; Solution Evaluation.
* Requirements Life Cycle Management.

### Readings:

* BABOK V3: p. 75-98, 99-132, 163-186, 329, 353.
* BMC: Chapter 4.

Week 11 to 14 : March 16th, March 23rd, March 30th, April 6th\*

* Final Presentations – Schedule via link in A2L

# Additional Resources

## Authenticity/Plagiarism Detection

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification accthat standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to [www.mcmaster.ca/academicintegrity](file:///C:\Users\User\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AE4L7N0Y\www.mcmaster.ca\academicintegrity).