《Business Analysis》 Course Syllabus

Course Chinese Title：商业分析	**Course Category (Compulsory/ Elective)**：Compulsory
Course English Title: Business analysis	
Total Hours/ Hours Per Week/ Credit(s)：32/2/2	**Lab Practice/ Practical Hours**：8 hours
Prerequisites：《Statistics》	
Follow-up course: 《Econometrics》	
Time：1-16 week**,** 08:30-10:10, Wednesday	**Classroom**：6212 Guancheng campus
Class：2021 Financial Management Industry-University International Program	
College：School of Economics and Management	
Instructor Name/ Academic Title：Peng, FAN (PhD) /Lecturer	
Office Hour: 14:30-17:30, Thursday/ Friday; Room 2303, Guancheng Campus	
Course Assessment Method：Open book test (　) 　　Close book test (　) 　　Report (✓) 　　Other (　)	
Required Textbook：《Python 语言程序设计基础》 **Supplementary Materials**：None.	
Course Description：Business analysis aims to ensure that any business changes align with the needs of the organization and are holistic, taking all relevant aspects into account. It is an important discipline that has evolved over several decades and offers a range of business improvement services. This course provides guidance to support professional business analysts and reflects the breadth of business analysis work, including the activities carried out and the extensive range of techniques used. The aim is to help students deliver effective, relevant business analysis services, improve the quality of their business analysis work and, as a result, help organizations to deploy business improvements that ensure business success.	
Course Learning Objectives and its supporting on the requirement for graduation:	
Course Learning Objectives	**Measurements on Requirement for Graduation**　　　　**Requirement for Graduation**

CO1: Understand the basic concepts and methods of business analysis.	1.2 Students shall have basic theoretical knowledge and professionalism required by major aspects of Applied Economics.	1. Students shall master the knowledge required by Applied Economics systemically.
CO2: Master business analysis tools and skills.	2.3 Students shall be familiar with using existing analysis tools to solve the problems in positive economics and management practice.	2. Students shall be able to analyze problems with using quantitative and information technology (IT) tools.
CO3: Apply business analysis results to solve practical business problems.	5.2 Students shall have the ability of self-directed learning, knowledge updating and accumulation, and the awareness of lifelong learning.	5. Students shall have innovative consciousness and the ability to apply innovative spirit to solve diversified business problems.

Lecturing Plan

Week	Topic	Instructor	Hours	Contents （Key point、Difficulty、Ideological and Political Learning）	Instructional Mode	Activities Blended/ Offline	Assignment	Supported Measurements
1	Introduction	Peng, FAN	2	Key points: business analysis principles Difficulties: role clarity for business analysts **Ideological and Political Learning 1**: Foster students to develop a comprehensive understanding of building socialism, a sense of responsibility, a service-oriented mindset, and an innovative spirit, starting from enterprise management. Through business	Lecture	Offline	None	CO1

				data analysis, enhance the market competitiveness of enterprises, create social value, and improve the professional ethics and comprehensive qualities of accounting students.				
2	The strategic context for business analysis	Peng, FAN	2	Key points: what strategy is and why it is important Difficulties: SWOT analysis **Ideological and Political Learning 2**: Elaborate on China's current national development strategies, such as "innovation driven development strategy" and "sustainable development strategy", and explain the important role of business analysis in these strategies, as well as how to support and promote national development goals through business analysis.	Lecture	Offline	None	CO1
4	The business analysis service framework	Peng, FAN	2	Key points: business analysis service framework Difficulties: analysis activities	Lecture	Offline	None	CO1
5	Investigating the business situation	Peng, FAN	2	Key points: the techniques relevant to the situation investigation Difficulties: the techniques relevant to the	Lecture	Offline	None	CO1

3

				problem analysis				
6	Analyzing and managing stakeholders	Peng, FAN	2	Key points: stakeholder analysis Difficulties: holder management strategies	Lecture	Offline		CO1
8	Improving business services and processes	Peng, FAN	2	Key points: business process analysis Difficulties: improve business processes **Ideological and Political Learning 3**: Emphasize that enterprises should bear in mind their social responsibility when enhancing business services and processes. They should not only pursue economic benefits but also consider their contribution to society. Students should understand that optimizing business services and processes is not just about enhancing corporate competitiveness, but also about meeting customer needs and improving societal well-being.	Lecture	Offline		CO3
9	Defining the solution	Peng, FAN	2	Key points: gap analysis process Difficulties: formulating options	Lecture	Offline		CO3

Week	Topic	Instructor	Hours	Contents (Key point、Difficulty、Ideological and Political Learning)	Practice Type（Verified /	Activities	Supported Measurements
10	Making the business case	Peng, FAN	2	Key points: assessing feasibility Difficulties: structure of a business case	Lecture	Offline	**Assignment3**	CO3
11	Establishing the requirements	Peng, FAN	2	Key points: RE framework Difficulties: requirements analysis	Lecture	Offline		CO3
13	Documenting and modelling requirements	Peng, FAN	2	Key points: documentation styles Difficulties: agile modelling and documentation, validating requirements	Lecture	Offline	None	CO1
14	Validating managing, and delivering requirements	Peng, FAN	2	Key points: methods for validating requirements Difficulties: techniques for clarifying stakeholder expectations and addressing ambiguities	Lecture	Offline	None	CO1
15	Validating managing, and delivering requirements	Peng, FAN	2	Key points: establishing traceability links between requirements and other project artifacts Difficulties: strategies for maintaining documentation	Lecture	Offline	None	CO1
Total			24					

Practice Plan

Week	Topic	Instructor	Hours	Contents （Key point、Difficulty、Ideological and Political Learning）	Practice Type（Verified /	Activities	Supported Measurements

					Integrated / Designed		
3	SWOT analysis	Peng, FAN	2	Key points: identification of internal and external factors Difficulties: continuous monitoring and updating of the analysis	Integrated	Case study **Assignment1 (IPL homework):** SWOT analysis of local companies	CO2
7	BCG Matrix	Peng, FAN	2	Key points: business portfolio analysis Difficulties: data collection and analysis	Integrated	**Assignment2:** in-class exercises of BCG Matrix	CO2
12	Kano analysis	Peng, FAN	2	Key points: demand classification Difficulties: data collection and analysis **Ideological and Political Learning 4**: Emphasize that during Kano analysis, it's crucial to deeply understand and respect customer needs and expectations, not just to satisfy market competition and enhance product quality, but also to focus on the customer experience and feelings and respect their choices and opinions.	Integrated	Case study	CO3

16	Business analysis plan	Peng, FAN	2	Key points: identify customer needs and preferences Difficulties: interpreting customer feedback and translating it into actionable insights	Integrated	**Team presentation:** Kano model	CO1, CO3
Total			8				

Grading

Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)						
		Participation	Assignment1	Assignment2	Assignment3	Presentation	Final Report	
CO1	1.2	10	5	5	0	10	10	40
CO2	2.3	0	0	0	10	0	20	30
CO3	5.2	0	5	5	0	10	10	30
Total		10	10	10	10	20	40	100

Note：1) According to Article 12 of the Examination Management Regulations of Dongguan University of Technology, students who are absent from class for three times (or a total of six class hours) shall not be eligible to participate in the final assessment of this course.   2) The assessment criteria for each component are outlined in the attached document. 3) Zero tolerance for plagiarism.

Syllabus Submission Date：2024.2.20
School Reviewal: Agree   Signature：陈海东 Data：   2024.2.29

Appendix：Grading Criteria Rubrics

Participation Grading Criteria

Observation Points	Grading Criteria			
	A(100)	*B(80)*	*C(60)*	*D(0)*
Utilize theoretical knowledge to participate in classroom interaction. CO1: 1.0	Participate in classroom interaction five times.	Participate in classroom interaction four times.	Participate in classroom interaction three times.	Participate in classroom interaction less than three times.

Assignment 1 Grading Criteria

Observation Points	Grading Criteria			
	A(100-90)	*B(89-80)*	*C(79-60)*	*D(59-0)*
Understand the concept of SWOT analysis. CO1: 0.5	Demonstrates a thorough comprehension of the concept of SWOT analysis.	Exhibits a clear understanding of the concept of SWOT analysis.	Demonstrates a basic understanding of the concept of SWOT analysis.	Shows limited understanding or misunderstanding of the concept of SWOT analysis.

| Apply SWOT analysis results to provide solutions.

CO3: 0.5 | Solutions are highly aligned with the strategic insights derived from the SWOT analysis. | Solutions generally align with the strategic findings of the SWOT analysis, though there may be some minor inconsistencies. | Solutions show limited alignment with the strategic insights from the SWOT analysis. | Solutions are not aligned with the strategic insights from the SWOT analysis. |

Assignment 2 Grading Criteria

Observation Points	Grading Criteria			
	A(100-90)	*B(89-80)*	*C(79-60)*	*D(59-0)*
Understand the concept of BCG Matrix. CO1: 0.5	Demonstrates a thorough comprehension of the concept of BCG Matrix.	Exhibits a clear understanding of the concept of BCG Matrix.	Demonstrates a basic understanding of the concept of BCG Matrix.	Shows limited understanding or misunderstanding of the concept of BCG Matrix.
Apply BCG Matrix to provide solutions. CO3: 0.5	Solutions are highly aligned with the strategic insights derived from the BCG Matrix.	Solutions generally align with the strategic findings of the BCG Matrix, though there may be some minor inconsistencies.	Solutions show limited alignment with the strategic insights from the BCG Matrix. approach.	Solutions are not aligned with the strategic insights from the BCG Matrix.

Assignment 3 Grading Criteria

Observation Points	Grading Criteria

	A(100-90)	B(89-80)	C(79-60)	D(59-0)
Use business analytics tools to solve business problems. CO2: 1.0	Demonstrates exceptional accuracy, completeness, and relevance of data used.	Data accuracy and relevance are generally good, with minor issues or gaps that do not significantly hinder the analysis.	Data quality is somewhat questionable, with noticeable inaccuracies or missing information that affects the analysis to some extent.	Data used is highly unreliable or irrelevant, severely compromising the effectiveness of the analysis.

Presentation Grading Criteria

Observation Points	Grading Criteria			
	A(100-90)	B(89-80)	C(79-60)	D(59-0)
Understand the concept of Kano model. O1: 0.5	Demonstrates a thorough comprehension of the concept of Kano model.	Exhibits a clear understanding of the concept of Kano model.	Demonstrates a basic understanding of the concept of Kano model.	Shows limited understanding or misunderstanding of the concept of Kano model.
Apply business analysis results to solve practical business problems. CO3: 0.5	Solutions are highly aligned with the strategic insights derived from the Kano model.	Solutions generally align with the strategic findings of the Kano model, though there may be some minor inconsistencies or areas where the alignment could be improved.	Solutions show limited alignment with the strategic insights from the Kano model.	Solutions are not aligned with the strategic insights from the Kano model.

Final Report Grading Criteria

Observation Points	Grading Criteria			
	A(100-90)	*B(89-80)*	*C(79-60)*	*D(59-0)*
Understand the relevant concepts of business analysis. CO1: 0.25	Show an in-depth understanding of theoretical knowledge.	Show a clear understanding of theoretical knowledge.	Show an understanding of theoretical knowledge.	Show a poor understanding of theoretical knowledge.
Master business analysis tools and skills. CO2: 0.5	Demonstrates exceptional accuracy, completeness, and relevance of data used.	Data accuracy and relevance are generally good, with minor issues or gaps that do not significantly hinder the analysis.	Data quality is somewhat questionable, with noticeable inaccuracies or missing information that affects the analysis to some extent.	Data used is highly unreliable or irrelevant, severely compromising the effectiveness of the analysis.
Apply business analysis results to solve practical business problems. CO3: 0.25	Propose various methods and profound insights for solving practical issues.	Propose various methods for solving practical issues.	Propose basic methods for solving practical issues.	Fail to propose methods for practical issues.