

**GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.**

SEMESTER VI

Subject Code: SS 302 C

NAME OF THE COURSE: Business Information Analysis

Objectives:

- Students should be able to demonstrate knowledge and understanding of business analysis principles and techniques.
- To improve efficiency by increasing the quality of requirements, identification and analysis and thereby reducing the need for rework and fixes in the later stages of the project/scheme.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 30

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit – I

What is Business Analysis
Core Concepts of Business
The origins of business analysis
The development of business analysis
Taking an holistic approach
The role and responsibilities of a business analyst
Business Analyst Role

Unit – II

The Competencies of a Business Analyst
Behavioral skills and personal qualities
Business knowledge
Techniques
The development of competencies

Unit – III

- Strategy Analysis
- The context for strategy
- The definition of strategy
- Strategy development
- External environment analysis
 - PESTLE analysis
 - Porter's five forces model
- Internal environment analysis
 - MOST analysis
 - Resource Audit
 - Boston Box

Unit – IV

- The Business Analysis Process Model
- An approach to problem-solving
- Stages of the business analysis process model
 - Investigating the situation
 - Considering the perspectives
 - Analysing the needs
 - Evaluating the options
 - Defining the requirements
- Objectives of the process model stages
- Procedure for each process model stage
- Techniques used within each process model stage

Reference:

1. Business Analysis by Debbie Paul, Don Yeates and James Cadle, - BCS
2. Business Analysis: Best Practices for Success by Steven Bleis – Wiley
3. Business Analyst's Mentor Book by EMRAH YAYICI