

Enterprise and Strategic Analysis BSAN6203

Course Outline (In Class)

Description: This 3-day course is designed to provide Business Analysts with the skills required for involvement in strategy development, pre-project activities, and developing and managing enterprise architecture.

This course is appropriate for experienced Business Analysts who are looking to formalize their experience through education as well as junior Business Analysts or those looking to enter the profession.

Course Goals: During this course you will learn the tasks and techniques outlined in the Enterprise Analysis and Solution Assessment and Validation Knowledge Areas within the *Business Analysis Body of Knowledge (BABOK®)* v2. Through discussions, examples and hands-on exercises, you will recognize business goals and objectives, identify business problem or opportunity, analyze business problems or opportunities, identify viable solutions to these problems or opportunities, evaluate to select the most optimal solution, prepare and defend a business case. In addition, you will prepare procurement documents including a request for proposal, receive and evaluation proposals based on defined decision criteria, assess organizational readiness, and apply data conversion strategy and mapping to existing data.

Course Objectives: At the completion of this course, the student will be able to:
Participants will gain practical skills to:

- Discuss enterprise analysis tasks and techniques
- Analyze and document a business problem
- Devise a business case
- Contrast viable solutions against developed decision criteria
- List possible solutions approaches
- Evaluate causes through the application of problem analysis techniques
- Isolate major causes of business problem and where to focus resources
- List types of gap analyses
- Assess limitations through the creation of a gap analysis
- Recall the phases of the project life cycle
- Conduct a Strength Weakness Opportunity Threat (SWOT) analysis
- Appraise competitive intelligence through a benchmarking study
- Build on previously learned techniques to develop high level requirements for the business case
- Defend business case recommendations
- List the sections of an RFP
- Describe the steps in RFP development and vendor selection
- Apply data conversion strategy and mapping to existing data

Western Continuing Studies

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Course Schedule:

Day 1

Introduction to Enterprise Strategy Analysis

- Strategy Analysis
- Solution Assessment and Validation

Analyzing Current State

- Business needs, goals and objectives
- Analysis tools
- Gap Analysis

Day 2

Analyzing Current State (continued)

- Benchmarking
- Problem and opportunity statement

Define Future State

- Measurement Criteria
- Decision Criteria
- Decision Matrix

Define Change Strategy

- Assessing Risk
- Defining the purpose of a Change Strategy
- RFP development
- Vendor Evaluation

Day 3

Define Change Strategy (continued)

- Developing a Business Case
- Transitional Requirements
- Release planning

Solution Evaluation

- Define and analyze performance measures
- Assess enterprise and solution limitations
- Recommend actions

This course outline is a sample only and is subject to change.

Western Continuing Studies

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.