

# SHRI GOVIND GURU UNIVERSITY

## B.Com Syllabus

Semester-6

Subject : SS Business Information Analysis

### Objective :

- 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/schemes

Number of credits : 2

Lectures per week : 2 of one hour each

Total Sessions : 30

Unit	Weightage
Unit 1	25%
Unit 2	25%
Unit 3	25%
Unit 4	25%
Total	100%

Unit 1:

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

Unit 2:

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

Unit 3:

Strategy Analysis  
The context for strategy  
The definition of strategy  
Strategy development  
External environment analysis  
    PESTLE analysis  
    Porter's five forces  
Internal environment analysis

Unit 4:

## 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

References :

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