



LANDMARK UNIVERSITY, OMU-ARAN
COURSE COMPACT TEMPLATE

COLLEGE: Business and Social Sciences
DEPARTMENT: Business studies
PROGRAMME:
COURSE COMPACT for:

Course

Course code: BUS 418
Course title: Practical Business Analysis
Credit unit: 2
Course status: Elective

Lecturer's Data

Name of the lecturer: Henry Inegbedion
Qualifications obtained: Ph.D, M Sc., PGDE, MBA, B Sc.,
Department: Business Studies
College: Business and Social Sciences
E-mail: inegbedion.henry@lmu.edu.ng
Office Location: B 219

Consultation Hours: Mondays, 2-3 PM; Thursdays, 12.00PM – 2.00PM

INTRODUCTION TO THE COURSE

Course Description: This course examines the meaning, nature and relevance of practical business analysis to managers, the roles and responsibilities of the business analyst, process optimisation techniques, process improvement, organisational change, strategic planning, policy improvement and software system development component as components of business analysis and Strategy analysis models.

Course Justification: Provides the theoretical underpinning for value addition by the businessmen, business managers as well as strategic managers and thus justification for the earnings of the business analyst

Course Objectives: At the end of the course, students should be able to understand what it entails to enable change in organizational context as well as the set of tasks and techniques that are used to perform business analysis.

Course Content: Definition of business analysis and practical business analysis, roles, Responsibilities and Competencies (Behavioural & personal) of a business analyst, Production systems; Equipment Maintenance and Replacement, strategy analysis (Content of Strategy)- What,

Why and How of strategy. Strategy development Internal and External analysis, production scheduling and control – Use of CPM and PERT in production scheduling; and time/cost trade-off; service level support, Investigation techniques in business analyses, business Analysis models - Process model, business Process Modelling: - Modelling the IT System, modelling business system and Quantitative approaches, shareholder Analysis and Management System – managing the Information Resource-making a business and financial case and managing Business change

Course Expectations:

S/N	GRADING	SCORE(%)
1.	Continuous Assessments <ul style="list-style-type: none"> • C.AI • C.AII (Mid-Semester Test) • C.AIII 	7% 15% 8%
2.	Assignment	10%
3.	Practical (Laboratory work)/ Case Studies	
4.	Final Examination	60%
5.	Total	100

Course Delivery Strategies: Lecture, questioning, tutorials, discovery, paper presentations

Course Duration: 3 hours

LECTURE CONTENT

Module 1

- **Week 1:** four definitions of business analysis and practical business analysis, roles and competencies of a business analyst
- **Objectives (list the objectives)**

At the end of the lecture students should be able to

1. Conceptualise business analysis and practical business analysis
2. Distinguish between business analysis and practical business analysis
3. Understand roles of a business analyst
4. Understand the competencies of a business analyst

Description

First hour:

□ four definitions of business analysis and practical business analysis, roles of a business analyst

Second hour

Competencies of a business analyst (behavioural and personal)

- Study Question: In the face of limited organisational resources justify the appointment and remuneration of a business analyst in a business organisation

Module 2

Week II

Topic: Optimisation of equipment performance of a system: Equipment maintenance and replacement;

Objectives:

At the end of the lecture students will

1. Understand the role of a business analyst in optimising equipment performance
2. Understand the essence of preventive and corrective maintenance in a business system
3. Get acquainted with the use of preventive and corrective maintenance in optimising the performance of a business system

□ **Description**

First hour:

Definition and objective of maintenance, types of maintenance, preventive versus breakdown maintenance cost, replacement problem (items that deteriorate with time and items that fail with time). Replacement techniques; least average cost technique

Second hour

Group Presentation of term paper

Module 3

Week III

Topic: Strategy analysis (Content of Strategy), what, why and how of strategy as well as models of strategy analysis

Objectives:

At the end of the lecture students will

1. Understand the importance of strategy analysis to the strategy analyst
 2. Understand what strategy means, why strategy is required in business and how strategy is formulated a business system
 3. Get acquainted with basic models of strategy analysis
- Description

First hour:

Strategy analysis (Content of Strategy), what, why and how of strategy as well as models of strategy analysis

Second hour

Group Presentation of term paper

Week IV

Topic: Strategy development Internal and External analysis

Objectives:

At the end of the lecture students will

1. Understand the internal and external analysis

2. Understand the difference between internal and external analysis
3. Understand what strategy development entails

Description

First hour:

Internal analysis Models – value chain analysis, growth vector and product portfolio analysis

Second hour

Group Presentation of term paper

Module 4

Week V

Topic: Production scheduling and control – Use of CPM and PERT in production scheduling; and time/cost trade-off

Objectives:

At the end of the lecture students will

1. Understand production scheduling and control
2. Understand the use of CPM and PERT in production scheduling
3. Be able to use resources to expedite action during production scheduling

Description

First hour:

Production scheduling and control – Use of CPM and PERT in production scheduling; and time/cost trade-off

Second hour

Group Presentation of term paper

Module 5

Week VI

Topic: Investigation techniques in business analyses, business Analysis models –

Objectives:

At the end of the lecture students will

1. Understand investigation techniques in business analysis
2. Understand the business analysis models
3. know the relevance of business analysis models in business analysis

Description

First hour:

Discussion of investigation techniques in business analyses, some business Analysis models

Second hour

Group Presentation of term paper

Module 5

Week VII

Topic: Business Process Modelling: - Business processes, modelling business processes

Objectives:

At the end of the lecture students will

1. Understand the meaning and importance of business process modelling
2. Get acquainted with the modelling of business systems

□ **Description**

First hour:

Conceptualisation of business processes and discussion of business process modelling, modelling of the IT system and how to model business systems

Second hour

Group Presentation of term paper

Week VIII

Mid Semester test

Module 5

Week IX

Topic: **Modelling the IT system** – the IT system, relevance of the IT system to the business system; modelling the IT system

Objectives:

At the end of the lecture students will

1. Understand the meaning and importance of the IT system to the business system
2. Get acquainted with the modelling of IT system

□ **Description**

First hour:

the IT system, relevance of the IT system to the business system; modelling the IT system

Second hour

Group Presentation of term paper

Module 5

Week X

Topic: Quantitative approaches to business process modelling

Objectives:

At the end of the lecture students will

1. Understand the relevance of quantitative business modelling to business analysis
2. Understand the use of some quantitative business modelling techniques

□ **Description**

First hour:

Quantitative approaches to business process modelling

Second hour

Group Presentation of term paper

Module 6

Week XI

Topic: Shareholder analysis and management System – managing the Information Resource-

Objectives:

At the end of the lecture students will

1. Understand the meaning of shareholder analysis
2. Get acquainted with the relevance of shareholder analysis to business management systems

Description

First hour:

Shareholder analysis and management System – managing the Information Resource

Second hour

Group Presentation of term paper

Module 6

Week XII

Topic: Making a business and financial case and Business change

Objectives:

At the end of the lecture students will

1. Understand what it entails to make a business and financial case
2. Understand the concept of business change

Description

First hour:

Making a business and financial case and Business change

Second hour

Group Presentation of term paper

Module 6

Week XIII

Topic: Resistance to change and managing Business change

Objectives:

At the end of the lecture students will

1. Understand why some people resist change in organisations
2. Get strategies that can be employed for successful change management

Description

First hour:

Reasons for resistance to change and strategies for successful change management

Second hour

Group Presentation of term paper

Week XIV

Revision

Reading List:

1. Strategic management: concepts, principles and decisions. by B.A Agbonifoh (ed.)
2. Business policy and strategic management by Glueck
3. Predictive Analysis: The power to predict by Erick Siegel and Thomas Davenport
4. Too big to ignore: The business case for big data by Phil Simon

HOD's COMMENTS:

Name: _____ Signature _____ Date: _____