

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: ADVANCED BUSINESS ANALYSIS
Status: Definitive
Code: **6000BUSCO** (117179)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Jonathan Read	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 50.00
Total Learning Hours: 240
Private Study: 190

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20.000
Tutorial	28.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Object Orientated analysis.	30.0	
Report	Report	Business Intelligence.	30.0	
Exam	Exam	Strategy.	40.0	2.00

Aims

To provide students with an understanding business strategy and the business intelligence used to underpin and support strategies. Students will develop a practical capability to deliver business intelligence to tactical and strategic management from business data.

To develop in students an understanding of modern object oriented analysis

techniques allowing students to conceptualise business operations using some industry standard tools represented in Unified Modelling Language.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Undertake analysis using object orientated analysis and design using Unified Modelling Language (UML) class diagrams.
- LO 2 Identify, evaluate and exploit a range of business data, information sources and advanced business research techniques.
- LO 3 Plan and execute the extraction of business intelligence from existing business databases using current business intelligence tools.
- LO 4 Explain and apply a range of strategy models, concepts and techniques.
- LO 5 Demonstrate understanding of the role of business intelligence, competitive intelligence and market intelligence in strategy formulation.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report	LO 1	
Report	LO 2	LO 3
Exam	LO 4	LO 5

Outline Syllabus

Business modelling and analysis
Unified Modelling Language (UML) and class diagrams
Business metrics, measurement and key performance indicators
Structured Query Language data extraction for business intelligence
Business intelligence tools
The strategy process
Use of business intelligence to support strategy

Learning Activities

Lectures complemented by workshop sessions and extended lab sessions.

References

Course Material	Book
Author	MICHAELI, R
Publishing Year	2010
Title	Competitive Intelligence
Subtitle	Competitive Advantage through Analysis of Competition, Markets and Technologies
Edition	
Publisher	Springer
ISBN	

Course Material	Book
Author	ALVAREZ, M
Publishing Year	2007
Title	Market Data Explained
Subtitle	A Practical Guide to Global Capital Market Information
Edition	
Publisher	Elsevier/Butterworth-Heinemann
ISBN	

Course Material	Book
Author	TURBAN, E
Publishing Year	2007
Title	Decision Support and Business Intelligence Systems
Subtitle	
Edition	
Publisher	Pearson/Prentice Hall
ISBN	

Course Material	Book
Author	LYNCH, R
Publishing Year	2005
Title	Corporate Strategy
Subtitle	
Edition	5th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	BROWN, D W
Publishing Year	2002
Title	An Introduction to Object-Oriented Analysis
Subtitle	Object and UML in Plain English
Edition	
Publisher	John Wiley
ISBN	

Notes

This module aims to develop students understanding of the driving forces behind business in terms of the strategies that organisations can adopt. The particular aspects of selecting and reinforcing these strategies through the various areas of business intelligence. In addition to the theoretical background an emphasis will be upon developing a capability to generate reports and reporting systems to deliver business intelligence on the back of line of business applications and external sources.