

## Liverpool John Moores University

Title: BUSINESS ANALYSIS  
Status: Definitive  
Code: **7501FTKIS** (116276)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Alastair Balchin	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 150  
**Private Study:** 126

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual business improvement assessment.	50.0	
Essay	AS2	Individual business analysis assignment.	50.0	

### Aims

*To understand the role of business analysis (including business and technology perspectives) in the design and improvement of Information Systems (IS), and to develop an understanding of systems thinking and systems methodologies and their role in business analysis. Also, to develop skills in the application of a systemic multi-perspective approach to business analysis and to understand the principles of change and project management in relation to IS improvement. Finally, to appreciate the focus of current research and current issues and their relation to professional*

practice.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Relate the underlying principles of the primary 'systems methodologies' to business analysis.
- 2 Apply one or more systemic methodologies to business analysis.
- 3 Apply tools for process mapping, modelling and redesign.
- 4 Use the results of business analysis to make a case for IS improvement.
- 5 Develop a strategy for re-engineering business processes and supporting IS.
- 6 Incorporate the principles of change and project management in IS improvement.

## Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5
ESSAY	2	4	5	6	

## Outline Syllabus

*Synthesis of a 'hard' and 'soft' systems approaches*  
*Multi-perspective methodology for business analysis*  
*Hard System approaches.*  
*Systemic management; Diagnosis*  
*Process mapping, Modelling and Re-design principles and tools; Business Process*  
*Re-engineering; Change Management issues.*  
*Action Learning principles in relation to the business analysts' role.*  
*Enterprise Analysis; The 'Viable System Model' as a diagnostic tool;*  
*Viability; Communication Channels.*

## Learning Activities

The module is based mainly on lectures, anecdotal illustrations and video sequences. Tutorial work is completed both within the scheduled classes and in the student's own time.

A substantial case study, usually based on a previous case study exam question, is used throughout the module to illustrate key principles and concepts.

## References

<b>Course Material</b>	Book
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<b>Author</b>	Beer, Stafford
<b>Publishing Year</b>	1985
<b>Title</b>	Diagnosing the System :For Organisations
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Wiley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Senge, P M
<b>Publishing Year</b>	1990
<b>Title</b>	The Fifth Discipline - The Art and Practice of the Learning Organisation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Century Business, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Checkland, P and Scholes, J
<b>Publishing Year</b>	1999
<b>Title</b>	Soft Systems Methodology in Action
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Wiley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Wilson, B
<b>Publishing Year</b>	1991
<b>Title</b>	Systems: Concepts, Methodologies and Applications
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd edition, Wiley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Paul, D and Yates, D
<b>Publishing Year</b>	2007
<b>Title</b>	Business Analysis
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	BSC, Sandbach
<b>ISBN</b>	

**Notes**

In this module, the term 'Business Analysis' is used to describe the phase in improvement or change programmes where one is initially focusing on understanding the target situation and wider context. This includes how the situation really works now (rather than how they say it works, or how it should work) so that one can assess the implications and consequences of any change made to the situation. The change may involve new roles for people, new tasks, new data, new tools and technology etc.