BNAI MIS 3504
Digital Design and Innovation

1: INTRODUCTION

Rich Flanagan

Photo: Installation by Jenny Holzer, US Pavilion, Venice Biennale 1990

WELCOME

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- Ph.D. Temple University
- 30 years in Chemicals
    Half in information technology, half in the business
- Joined Temple, 2010
- Founded IT Audit & Cyber Security

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course overview

This course is DIFFERENT

course objectives

Primary Course Objectives

- Prepare you for the role of an IT auditor by understanding how systems drive business processes in organizations
- Enable you to identify business processes, data elements, and business rules
- Enable you to identify general IT and application controls and understand how they are used in business processes

Grading

Item	Percentage
Quiz 1	20%
Quiz 2	20%
Quiz 3	20%
Team Project	20%
Participation	20%

Quizzes (25% each)

- 3 quizzes
  - ALL are 30 minutes long
  - Quizzes will be given first thing each morning
  - Multiple choice
  - Cover all readings and materials covered in class the previous day
  - Graded 0-100%
  - Combined quizzes = 60% final grade

Classes

- Come prepared to discuss and participate
  - Classes will discuss and elaborate on readings, not review them
- Class contributions
  - Say your name before you share
  - You will be called upon to share your work
  - You will be asked questions
  - Lack of preparation will affect your grade
- Classroom Etiquette
  - **BE PRESENT**
  - Be on time
  - Private discussions outside
  - Bring your computer, but use it for class

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We may have to make adjustments

Course Blog

http://community.mis.temple.edu/bnai3504

Let's get to WORK

What is Business Analysis?

Who is the modern Business Analyst?

What is Business Analysis?

"The set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization and recommend solutions that enable the organization to achieve its goals"

- The International Institute of Business Analysis (IIBA)

What is Business Analysis?
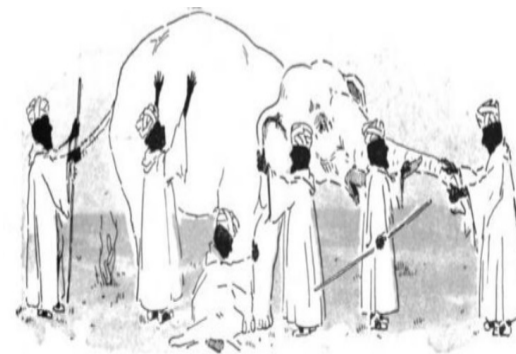
Business Analysis Involves…

- **Identification** of business problems and opportunities
- **Elicitation** of needs and constraints from stakeholders
- **Analysis** of stakeholder needs to define requirements for a solution
- **Assessment** and validation of potential and actual solutions
- **Management** of the "product" or requirements scope

analysis *the separating of any material or abstract entity into its constituent elements (opposed to synthesis)*

synthesis: *the combining of the constituent elements of separate material or abstract entities into a single or unified entity (opposed to analysis)*

- From http://dictionary.reference.com/

analysis: PULLS IT APART

synthesis: PUTS IT TOGETHER

Team Introductions

Who am I?

The Two Minute Presentation

- Short and concise summary
- Two minutes is just right
- Situational
  - Biographical background for recruiters
  - Personal & project background when meeting subject matter experts
  - Project summary for leadership (elevator speech)
- Write it out if you want
- Practice it in front of a mirror

Who are YOU?

2 Minute Presentation Exercise

- Sit with your team
- Take 5 minutes to prepare your 2 minute biography
- Cover key points (situational)
  - Where are you from?
  - Any background information you might want to include
  - What brought you to MS ITACS at BNAI?
  - What are your other strengths and interests?
  - **What 1 word profile describes who you are?**
- Each team member presents their 2 minute biographies

Congratulations!
You are now a team.

PROJECT work

As IS vs To Be

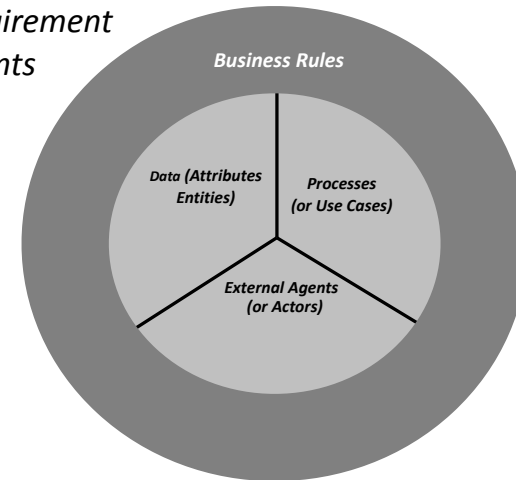- What is a **requirement**

  "A requirement is a condition or capability needed by a stakeholder to solve a problem or achieve an objective" IIBA Business Analysis Body of Knowledge (BABOK)

- How would you document one?

What is the best way to document a requirement?

a) A sentence ("The system shall…")
b) A structured sentence (as in a business rule)
c) A structured text template
d) A table or spreadsheet (list of stakeholders)
e) A diagram (workflow)
f) A model (ERD)
g) A prototype or simulation
h) A graph

Core Requirement Components

Exercise: As a team discuss and identify the Core Requirements for a market:
- External Agents
- Processes
- Data
- Business rules.

Give examples of each and how they relate to each other.

Grocery Store Example

Slide 1

Projects vs. Operations

- *What is a **project?***

  1. *Temporary endeavor*
  2. *Specific start and completion dates*
  3. *Undertaken to create a unique product or service which brings about beneficial change or added value.*

- *What differentiates a project from other operational work activities?*

Operations is work done to sustain the business.

Slide 2

PEOPLE + roles

Slide 3

What is a Stakeholder?

"Persons and organizations actively involved in the project or whose interests may be positively or negatively affected by the execution or completion of the project"

Slide 4

- As a Business Analyst (BA), how many of these stakeholders work for you?

  None of them

- If they don't work for you, how do you get them to do what you need them to do? After all, they all have their regular job to do too.

Project roles

- What is a "Project Sponsor"?
  He/she is the "boss" of the project, the ultimate decision maker.
- What is the project sponsor's roles and responsibilities?
  - *Secured funding and sets specific objectives for that funding.*
  - *Sponsor determines success/failure of the project*
  - *Do you know what motivates your sponsor, their personal biases, their areas of expertise and personal experiences?*
  - *Sponsors remove barriers to the success of the project.*
  - *Determines the success or failure of the project*
- How do you communicate with the sponsor?
  You must be brief, focused, and to the point,.

- What is a "Project Manager"?

  The project manager is the leader of the project team

- What is the project manager's roles and responsibilities?

  - *Manages the people, money, risk, and scope of the project.*
  - *Plans the project and ensures the team follows the plan.*
  - *Handles changes and problems (obstacles) and keeps the project moving.*
  - *Communicates to the sponsor and upper management.*

- Can the BA also be the PM?
  Yes, but its hard. PM is management, drives the project. BA does analysis, listens and identifies needs

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- What is a subject matter expert (SME)?

  SME's are experts on the situation involved in a project.

- What makes an SME an expert?

  An SME may be an expert because of their background, years of study OR their experience on the job.

- Is the manager of a department always an expert on what goes on in their department?

  No, managers manages, they normally don't do the work themselves. Thus, they may know how they think it should be done but not how it actually is done

Who is important to your project?

Understand your stakeholders - including their motives, personal biases, expertise, and experiences!

Team Exercise:

Warehouse stakeholder case

Consider:

Who are your stakeholders?

Ask yourself:

Are they the stakeholders for YOUR project?

Common Stakeholder Mistakes

- Just being important doesn't make you a stakeholder
- Company stakeholders are not likely to be project stakeholders (closeness to the project)
- *Roles* are as likely stakeholders as *individuals* but often forgotten
- SME's probably are stakeholders if they are assigned to the project from the organization. You can be both!
- Lower level roles in the organization are often missed
- Groups that interact with the organization are often missed