1: INTRODUCTION

Stephen Salvia

WELCOME BACK
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Office Hours:
Wednesdays 8:00 PM – 9:00 PM After class
Monday/Thursday 6:00 PM 7:30 PM by phone
course overview
This course is required
This course is demanding
There is a lot of work
Grading will be tough
Assume about 10% A’s
This course is DIFFERENT
This course is a STUDIO
course objectives
Primary Course Objectives

• Prepare you for the role of a modern Business Analyst
• Make you a thought leader
• Combine the strengths of Business Process Analysis with Design Inquiry to create Innovative Solutions

BA + Design Inquiry = Innovative Solutions
Course Objectives: BA

- **Analyze** a business process and specify requirements for improving that process
- **Apply** information gathering techniques to elicit requirements which will be used to compose business and technical requirements.
- **Recommend** information systems solutions to improve or transform business processes.
- **Make** “as is” vs “to be” analyses, justify proposed process information systems solutions.
- **Implement** and negotiate changes to requirements.
- **Encourage** independent and CRITICAL THINKING
Course Objectives: DESIGN

• **Understand** the shift from Quantitative to Qualitative thought
• **Learn** methods of User Centered / Ethnographic research
• **Learn** collaborative working methods
• **Learn** iterative working methods / experimentation
• **Think** and communicate visually
• **Provide** effective evaluation and CONSTRUCTIVE CRITICISM
Course Blog

http://community.mis.temple.edu/mis3504spring2014003/
Text Books


We will use both books every week. Buy them!
## Grading

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>25%</td>
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<tr>
<td>Exam 2</td>
<td>25%</td>
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<tr>
<td>Exam 3</td>
<td>25%</td>
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<tr>
<td>Individual case assignments and class participation</td>
<td>10%</td>
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<tr>
<td>Team Project</td>
<td>15%</td>
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</table>
Exams (25% each)

• 3 exams
  – 45 minutes long
  – Multiple choice
  – Half covers all readings and materials
  – Half requires you to apply techniques
  – Graded 0-100%
  – Combined exams = 75% final grade
Individual Work (10%)

• Project Scope
• Process Flow and Design
• Data Diagram
• Business Rules
• Class Participation
Team Project (15%)

• Analysis of existing situation and proposal of a solution
• Produce a working prototype using Justinmind
• Accompanying documentation
• Team presentation
• Exercises and Assignments will help build your final submission
• Completeness and consistency are critical
• Personal project grades based on your performance, participation and peer evaluations
Assignments

• All assignments are based on the project case and contribute towards its completion

• Listed in the syllabus by week due. Due on date indicated.

• Due at the beginning of class on paper. Bring your work electronically also!

• Several students each week will be randomly selected to present their work for review
Classes

• Bring your assignments
  – Due at the START of class
  – Paper and ELECTRONIC formats
  – Random people will present their work

• 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
  – Cell phones off
  – Private discussions outside
  – Bring your computer but use it for class
We may have to make adjustments
## Schedule

### MIS3504 Spring 2014 Class Schedule and Deliverables

<table>
<thead>
<tr>
<th>Class</th>
<th>Topics</th>
<th>Individual Assignments</th>
<th>Team Assignments</th>
<th>Individual Deliverables due</th>
<th>Team Deliverables due</th>
<th>Reading assignment</th>
<th>Addition Material</th>
<th>Topic</th>
<th>Exams</th>
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<tbody>
<tr>
<td>1</td>
<td>01/22/2014 Introductions BA Role Project Client / Sponsor Introduction of JustinMind</td>
<td>Team Assignments Team Member Introductions Turn in Team roster</td>
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<td>Seven Steps Chpt 1</td>
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<td>Class 1.1</td>
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<td>2</td>
<td>01/29/2014 Requirements Stakeholders</td>
<td>In class team work assignment:</td>
<td>Requirements and Stakeholder submission</td>
<td>Seven Steps Chp 2 Jogger 1 - 28 Requirement overview Jogger 62 - 63 - Stakeholder Profiles</td>
<td>Warehouse Case Stakeholder Template</td>
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<td>Class 1.2</td>
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<td>3</td>
<td>02/05/2014 Project Scope</td>
<td>Develop Scope from Warehouse case - Due class 4</td>
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<td>Seven Steps Chp 3 Jogger 28 - 42 - Vision Statement</td>
<td>Dysfunctional Warehouse Case</td>
<td>Class 2.3</td>
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<td>4</td>
<td>02/12/2014 Elicit Requirements Interviews</td>
<td>Client Introductions Develop Interview questions</td>
<td>Turn in individual Warehouse scope</td>
<td>Seven Steps Chp 4 Jogger 43 - 49 - Elicit Requirements</td>
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<td>Class 2.4</td>
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<td>5</td>
<td>02/19/2014 Process Flow Swim lane Flowchart</td>
<td>Assign Sales Order Case, develop process flow and design Due class 6</td>
<td>Team interviews with the Client Assign Team Project Scope Draft class 8</td>
<td>Seven Steps Chp6 - pages 232 - 235 Jogger122 - 126</td>
<td>Sales Order Case Swim lane template</td>
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<td>Class 3.5 Exam 1 Chapter 1, 2, 3 and 4</td>
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<td>6</td>
<td>02/26/2014 Understanding Client Data Entities/Elements Introduce Project Case, Interviews</td>
<td>Assign Night Owl Case, develop Data and views Due class 7</td>
<td>Assign Team Project Scope Draft class 8</td>
<td>Turn in Individual Process Flow and Design</td>
<td>Group Interview summary</td>
<td>Seven Steps Chp6 - pages 235 - 237 Jogger 183 - 189</td>
<td>Night Owl Case</td>
<td>Class 4.6</td>
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<td>3/5/2014</td>
<td>Spring Break</td>
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<td>03/12/2014</td>
<td>Developing Business Rules, Assign Gas Woks Case, develop business rules and design, Due class 8, Client Interviews, Turn in Individual Night Owl Data Case, Jogger 204 - 215, Class 5.7</td>
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<td>03/19/2014</td>
<td>Design Thinking, Peer review Project Scope, Turn in Individual gas works case - Business rules Case, Turn in team project Scope, Seven Steps Chp 7, Class 6.8</td>
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<td>03/26/2014</td>
<td>Create persona, user stories, Creating scenario, Project Case Interviews, Assign Prototype development, data, business rule, process, Due Class 10, Chp 6 Jogger 77 - 81, Class 7.9</td>
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<td>04/02/2014</td>
<td>Review Process, Draft views of Data, Business rules and Process flows, Class 8.10, Exam 2 Chapter 4, 6 and 7</td>
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<td>04/09/2014</td>
<td>Document Business rule - Project focus, Class 9.11</td>
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<td>04/16/2014</td>
<td>Selling your ides, Cross team review of scenario, Draft views of project Scenario and Prototype pages, Class 10.12 Class 10.13</td>
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<td>04/23/2014</td>
<td>Cross team prototype review, Peer level reviews Develop Presentation</td>
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<td>04/30/2014</td>
<td>Group Presentation, Team Presentations, Final Project Materials due, Prototype and Presentation, Exam 3 - Prototyping</td>
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05/14/2014 Finals Week
Extra Credit

• 4 opportunities to earn extra credit points during the semester.

• Students are required to produce a prototype in Justinmind for each of the following class exercises:
  – Warehouse Scenario Prototype
  – Night Owl Data Prototype
  – Gas Company Prototype

• Students who submit prototypes that are complete AND well done will earn 1 point on their FINAL grade for each. (Maximum of 3 points total)
MIS Portfolio Points
or
1 Extra Credit Point

- Earn 50 points or 1 Extra credit point on your final grade by registering and participating in the annual Fox DESIGN CHALLENGE competition.
- A problem-solving competition that perfectly complements 3504
- Kickoff Friday, February 14th. 2:00-4:30
- Competition Tuesday, Feb 18th 10:00-5:00
- Registration required.
- Questions, contact James Moustafellos at jamescm@temple.edu.
BIG IDEAS
DesignCHALLENGE
Spring 2014

1st prize $1000 + Justinmind software

2nd prize $500
2013

125 participants
20 teams
3 universities
5 Temple schools
12 disciplines
high schools
point makes a **DIFFERENCE**

(Do not ask for another extra credit opportunity later)
How do I get an A?

1. Read the material before class
2. Come prepared to ask questions/discuss
3. Put effort into doing your assignments and team critiques
4. Take in-class exercises seriously
5. Study hard for the tests
6. Produce a great project solution and prototype
7. Impress me with the quality of your work
8. TIMELINESS and ATTENDANCE
Five Top Reasons to Drop

• You hate working on a team
• You really don’t want a work intensive course at this point of your college career
• You like technology but could care less about applying it to real world problems
• You did poorly in 2501 and 2502 and you don’t want to be an MIS major
• You never could do the word problems in high school algebra
Break 15 minutes
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)
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
“BAs with an IT background are very analytical individuals. . . .”

- B. Carkenord from Seven Steps to Mastering Business Analysis, p 8.

“As a DESIGNER, I am much better at synthesis than analysis. . . .”

- Bill Moggridge from Designing Interactions, p 725.
**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
Business analysis and Design provide a balanced approach
What are the traits of the most successful business analysts?
Why would anyone want to be a BA?

- You like technology, but not so much that you want to do it all the time.
- You like solving problems
- You like working with people and understanding their needs and concerns
- You get bored easily doing the same thing over and over
- Inefficiency and lack of effectiveness annoy you

And...
# Business Analyst Career Path

<table>
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<tr>
<th>Title</th>
<th>Experience</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>Junior Business Analyst</td>
<td>0-2 years; may have business experience or IT development experience</td>
<td>Elicit and document requirements for small, well-defined projects, often changes to existing systems. Ideally works with a BA mentor.</td>
</tr>
<tr>
<td>Business Analyst</td>
<td>2-5 years</td>
<td>Elicit, analyze, and document requirements for medium to large projects. Works with the project manager to scope new projects.</td>
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<tr>
<td>Lead or Senior Business Analyst</td>
<td>5-10 years</td>
<td>Elicit, analyze, and document requirements for large, complex, mission-critical projects. Supervises/mentors junior Bas. Works with the business to initiate and define new projects.</td>
</tr>
<tr>
<td>Business Consultant/Client Relationship Manager</td>
<td>10+ years</td>
<td>Assist the business with strategic planning, business case development, and new product implementations. Helps to identify projects. Sets up and manages a business analyst center of excellence</td>
</tr>
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Average salaries from Indeed.com

- Junior Business Analyst: $55,000-$60,000
- Business Analyst: $77,000+
- Lead or Senior Business Analyst: $89,000+
• Where do business analysts come from, IT or a business unit?

• Which is better?

• Who do business analysts work for, IT or a business unit?
select a team liaison
2 exchange contact information
3 Liaison emails to me
  slsnite@temple.edu
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
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 Temple?
  – What made you want to major or minor in MIS?
  – What are you looking to do when you graduate?
  – What are your other strengths and interests?
• Each team member presents their 2 minute biographies
Congratulations!
You are now a team.
What do you want to learn from the project sponsor?
Questions should be:

- Broad to start
- Appropriate for the person being interviewed
- Start general then more specific
- Open-ended
As a team:
come prepared with 
10 questions (in writing) 
in priority order
JustInMind

1. **Download** trial program from website [http://www.justinmind.com/]
   Prototyper Pro Edition 5.6

1. **Access** your license key

2. **Unlock** the full version of the program

3. **Learn** how to use it
END