



BNAI MIS 3504

Digital Design and Innovation

INTRODUCTION
FALL 2023

Courtney Minich

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



HELLO



你好



Course Overview



This course is DIFFERENT



Course **Objectives**

Primary Course Objectives

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

Grading

Item	Percentage
Quizzes (6)	50%
Final Exam	20%
Team Project	20%
Participation	10%

Quizzes (10% each)

- ALL are 30 minutes long
- Quizzes will be given first thing each morning (starting on day 2)
- Multiple choice
- Cover all readings and materials covered in class the previous day
- Closed notes/book
- Individual
- Graded 0-100%
- Combined quizzes = 50% final grade

Final Exam (20% each)

On 22-October: 8:30-10AM

Exam 1 hour long

Closed notes/book

Individual

Project (20% each)

- 15% towards final grade
- 5% group participation
- Kicks-off on day 3
- Presentation on Day 8 after exam

Group Number	First Name	Family Name	Chinese Name
1	Yahan	DAI	代雅涵
1	Menghe	LI	李梦荷
1	Yifei	QUE	阙一菲
2	Fang	DONG	董方
2	Zhichao	LIN	林志超
2	Kang	SHAO	邵康
3	Muyao	DONG	董慕瑶
3	Dongchang	LIU	刘东昌
3	Ruoming	TANG	唐若铭
5	Zhi	DO	杜智
5	Yusen	LOU	罗宇森
5	Zijian	TIAN	田子鉴
6	Baowei	GUO	郭宝维
6	Yue	MA	马越
6	Ziyi	WAN	万子仪
7	Mengfan	GUO	郭梦凡
7	Weifan	QIAO	乔玮凡
7	Ruoyu	ZHI	支若玉

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8	Jianan	WU	吴佳楠
8	Yi	ZHENG	郑毅
9	Jingyu	JIANG	姜璟羽
9	Qian	WANG	王茜
9	Yimo	WU	吴奕默
9	Ao	ZHOU	周傲
10	Ao	LI	李奥
10	Luxiao	XUE	薛路晓
10	Xinyue	ZHANG	张馨月
11	Chaoyue	LI	李超越
11	Yihan	WANG	王一涵
11	Yifan	YANG	杨一帆
12	Yuqing	YIN	印雨晴
12	Tongjia	ZHANG	张桐嘉
12	Wenhan	ZHAO	赵文涵



Let's try it now.

We will go into the zoom for 5 minutes and make sure everyone understands the functionality.



Your team is now put together. This is the group you will work with for the rest of the class.

Class Expectations

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

Class Expectations

All quizzes and exams will be done individually

Academic integrity is extremely important and honorable. Do not cheat.

Ask Questions

Feel free to raise your hand or ask a question in the chat.

Learn something new



Review of Course Site



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**?



Hello Survey

Spend **10 minutes** completing the survey I just emailed to you.



Team Introductions



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Scavenger Hunt

You'll breakout with your team

Interact with your team for 15 minutes

Each of you give your “elevator” speech to one another

Your goal is to correctly identify something in common with each of your fellow groupmates:

Example:

Who has travelled outside of China?

Who likes to cook?

What is your favorite animal?

You will have 15 minutes to discuss

I want you to find at least 3 commonalities with each other



**Let's discuss as a class:
Team 1 Commonalities?
Team 2?**



Let's get to **WORK**



Activity #1

Take a piece of paper and a pen

Draw me a large building (5 minutes)

What did you draw?

What is the purpose of your building?

Is it wide or narrow?

What color is it?



**Business Analysts help UNCOVER
these facts**

This is my building. Is it similar to what you drew? Why/why not?





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)



How the customer explained it



How the Project Leader understood it



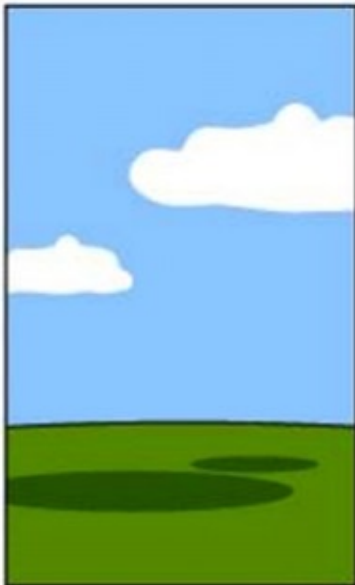
How the Analyst designed it



How the Programmer wrote it



How the Business Consultant described it



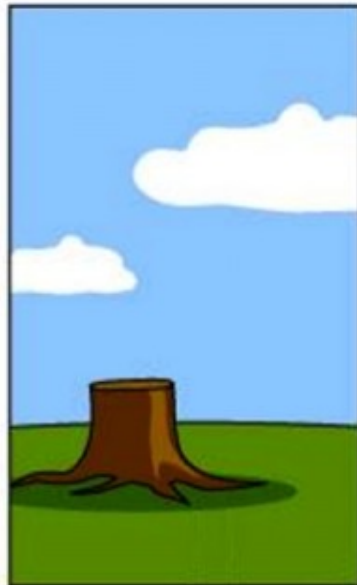
How the project was documented



What operations installed



How the customer was billed

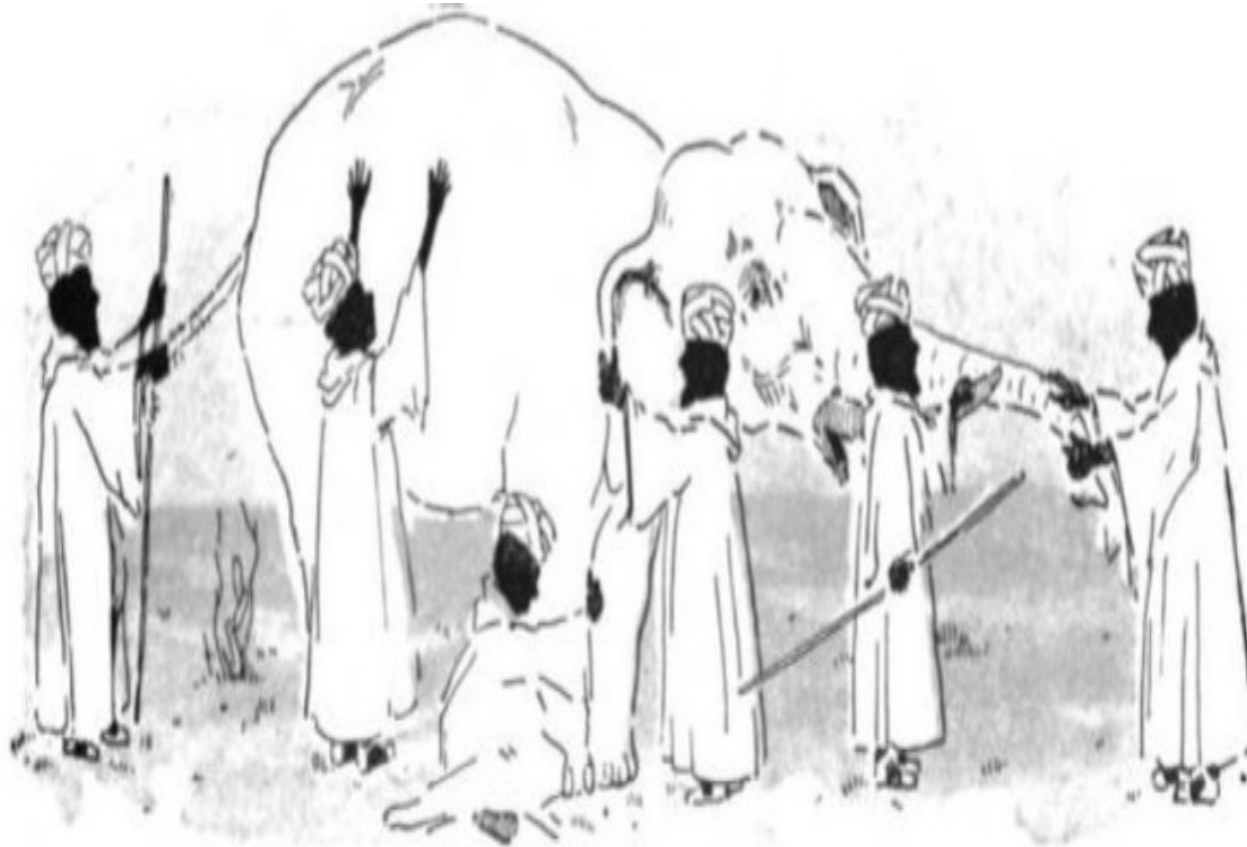


How it was supported



What the customer really needed

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**



Come back 10:36



Back to Learning

What is a **requirement**?

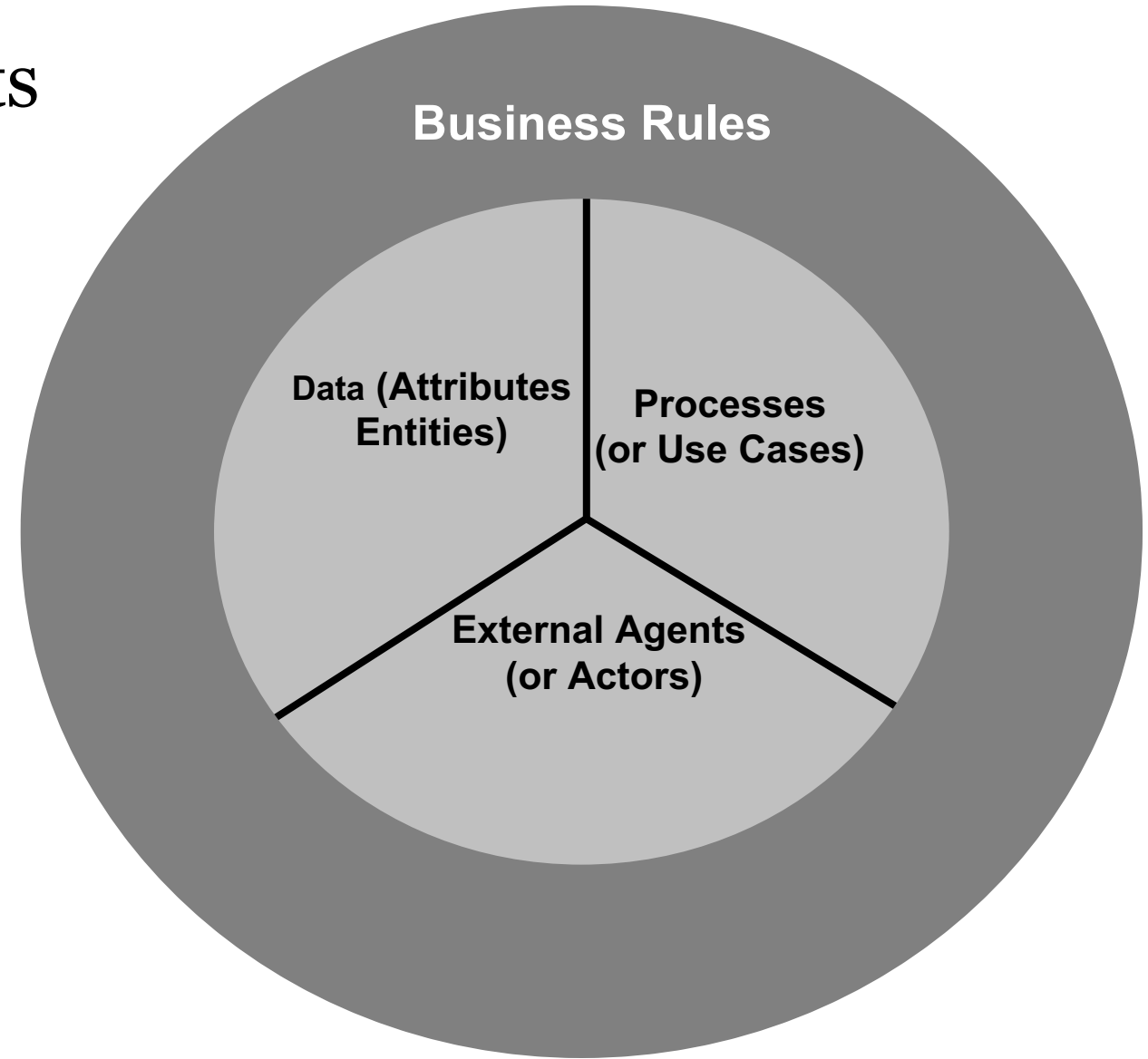
“A requirement is a condition or capability needed by a stakeholder to solve a problem or achieve an objective” IIBA Business Analysis Body of Knowledge (BABOK)

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



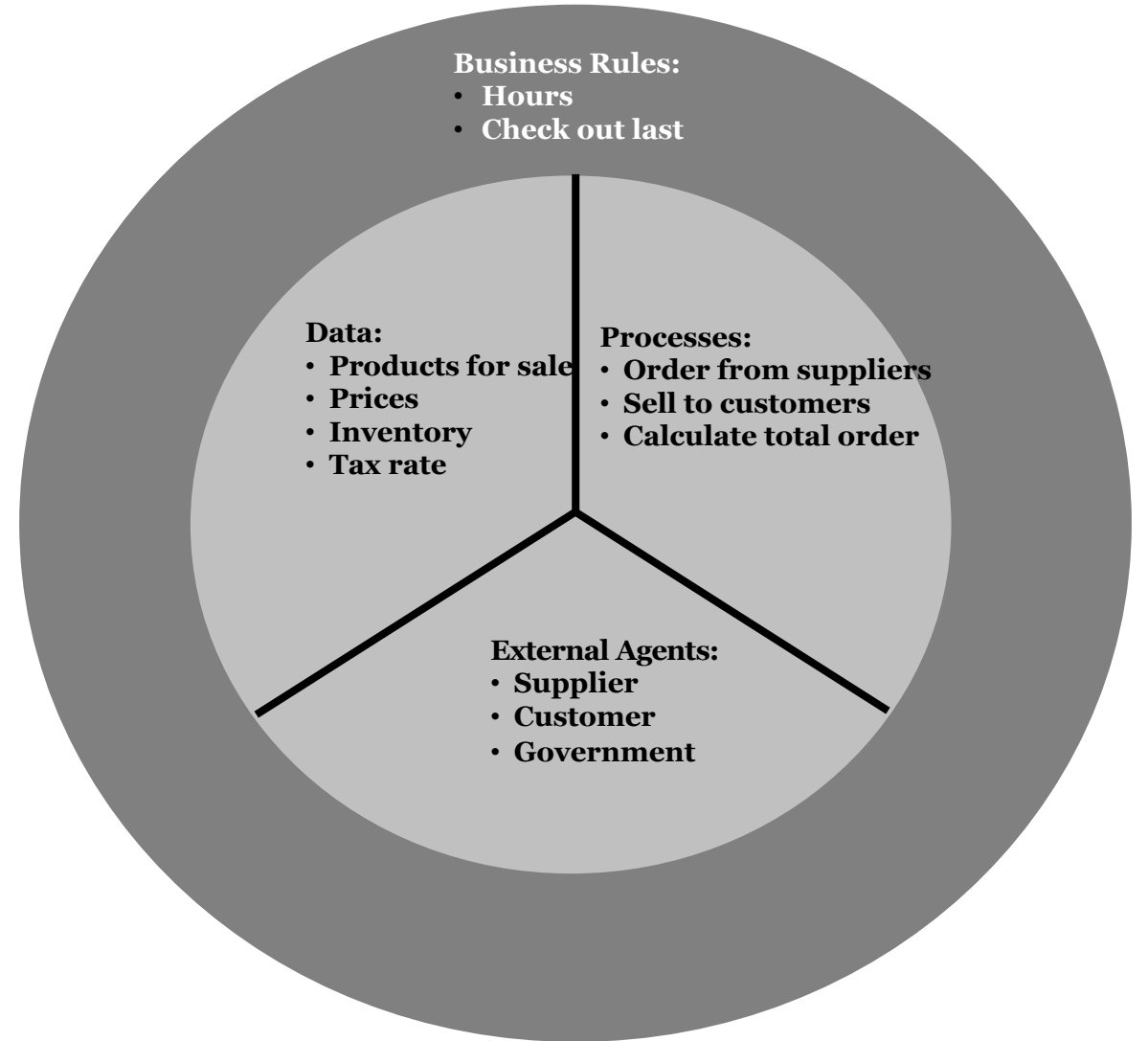
Exercise:

As a team discuss and identify the Core Requirements for a market:

- External Agents- **who?**
- Processes- **what?**
- Data
- Business rules

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

Grocery Store Example





Project Work

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.

Projects vs. Products

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 is a **product**?

A product is a good, service, platform that is created to meet consumer and business needs.

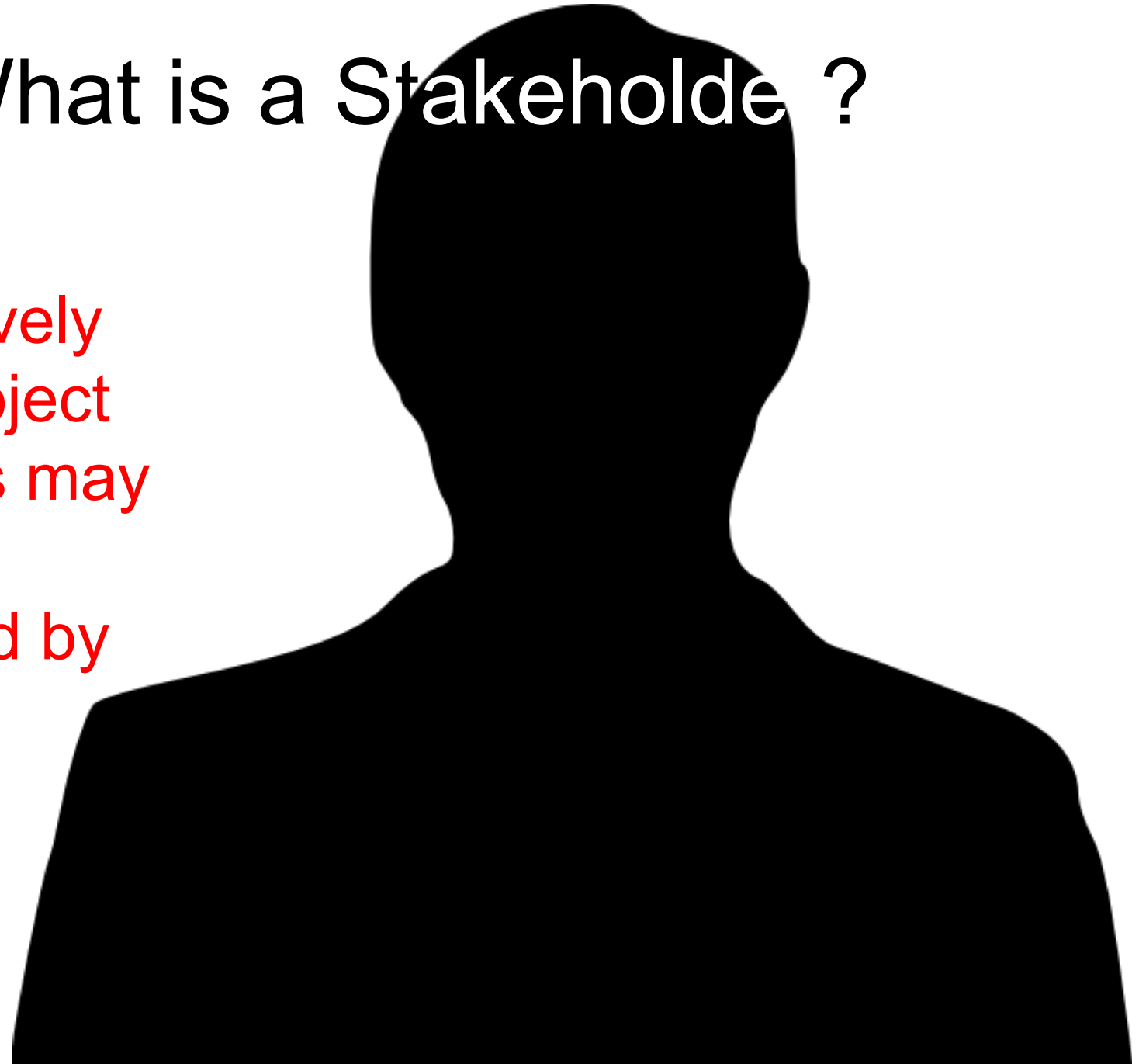
It does not just “end”; it has a lifecycle.



People+ Roles

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”



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.

You must earn their trust and respect.



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

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

Fantastic Advertising Bureau Case



Consider:



Who are your stakeholders?



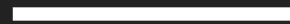
Ask yourself:



Are they the stakeholders for your project?



**Go into your groups for 30 minutes and
discuss**



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



Project Scope Document

What is this?

Project Scope Document

Usually done before you, as a Business Analyst, would join the project.

Includes defined work that needs to be done, and only the work that needs to be done, to deliver the product and solution.

Scope creep- an incremental expansion of the project scope as requirements not truly necessary for the solution to get involved

Project Manager should do all forward looking parts

What do I mean by forward looking?

Project Scope Document Includes

- Statement of Purpose (Problem Description)
- Objectives
- Problems & Opportunities
- Risks
- Assumptions & Constraints
- Stakeholder Analysis
- Glossary

Objectives

- Project objectives are the **business' reasons** for doing the project
- They might be stated as improving:
 - **The company's finances**
 - **The performance of a particular process**
 - **The company's position in the market**
- They should be important enough that you wouldn't need more than 5 or 6 to justify a significant project

Objectives

Specific

Measurable

Actionable

Realistic

Time-Bound



Project & Business Risks

Risk Analysis

Project Risks- potential problems that might keep the team from finishing the project

i.e. Sponsor leaves in the middle of the project

Business Risks- potential problems that might impact the mission of the business

i.e. New commerce initiative fails and creates a major loss

Risk Analysis

Known Risks: potential problems that might keep the team from finishing the project that stakeholders are aware of

i.e. Sponsor leaves in the middle of the project

Unknown Risks: potential problems that might impact the mission of the business that stakeholders are not aware of

i.e. a global pandemic

Risk Response

How could you respond to a risk?

- **Avoid it-** change the project to eliminate the risk
- **Transfer it-** shift the risk to someone else like a vendor
- **Mitigate it-** reduce the probability or impact
- **Accept it-** just live with it

Reminder for Tomorrow

- **Class starts 8:30 AM (one time exception)**
- **Quizzes begin on Day 2**



GOODBYE

再见