

College of Humanities Master of Financial Technology- FinTech



Business Analysis

Prepared by Dr. Abeir Moussa

FNT613

Introductory Lecture





مجموعة جامعة
الجميع الذكية
للتعليم القابضة



Business Analysis

Introductory Lecture

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Dr. Abeir Moussa

www.midocean.ae

- **Master of Financial Technology - FinTech**

The Master of Financial Technology focuses on developing FinTech services. The program emphasizes the systematic understanding of new digital models in financial services, how technology and innovation are changing financial practices, quantitative finance skills, and applying technologies to financial services.

Introduction to The Program



Introduction to The Program Cont.

Program Learning Outcomes:

Implement different financial technologies using advanced algorithms with a clear understanding of software and hardware architectures.

- Use statistical and quantitative analysis and predictive and exploratory models to make financial decisions.
- Conceptualize, analyze, design, and implement digital services for building FinTech applications.
- Analysis, design, and implement artificial intelligence systems, including biometrics, prediction systems, and object recognition.



Introduction to The Program Cont.

- **Teaching Methodology:**

The program courses are delivered online and the concepts of courses will be delivered using a combination of lectures, discussions, and dialogue around cases. Each course's main material and reference will be the suggested textbooks and related materials. Live discussions and slides are additional resources that are prepared by the professor.



Introduction to The Program Cont.

- **Program Study Plan**
3 semesters (one academic year), 30 credit hours of credit toward graduation as follow;

Introduction to The Program Cont.

Course	Credit Hours
1st Term	
FNT611 Foundations of FinTech	3 Hours
FNT613 Business Analysis	3 Hours
FNT615 Finance Concepts	3 Hours
2nd Term	
FNT622 Database Design	3 Hours
FNT625 Cybersecurity Concepts	3 Hours
FNT626 Artificial Intelligence for FinTech	3 Hours
FNT628 Cryptocurrencies	3 Hours
3rd Term	
FNT631 Data Analytics	3 Hours
FNT633 Machine Learning in Finance	3 Hours
MGM510 Risk Management	3 Hours

Lecture

Introduction to The Program Cont.

- **Language of Study**

The study will be delivered in English. However, explanations will be provided in both English and Arabic

General Information

FNT613- Business Analysis

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- **Course Description**

Intelligent business decisions rely upon timely and accurate analysis of information. This course introduces students to the concepts, knowledge and techniques required to identify business needs and solve business problems. Within the course, students develop the ability to collect data from stakeholders, and convert this data into actionable information that can assist in business decision-making. The skills developed throughout this course can be applied to new insights and understanding across all functional areas of business.



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- **Credit Hours: 3 credit hours**

The main textbook and other related material that will be used as a reference for the course is mentioned in the course syllabus. Additionally, some additional resources; lecture notes and slides will be prepared by the professor and provided for the students on the model.

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Course Learning Outcomes:

Upon completion, Students should be able to;

- Communicate the importance of evidence-based decision-making in a business or organizational setting.
- Demonstrate ability to identify issues or problems within a business or organization, and design an appropriate research project to investigate.
- Demonstrate developed skills in collecting and analyzing data using a range of techniques.
- Explain how research outcomes can be used to solve complex business or organizational problems.
- Demonstrate the ability to communicate research findings in writing effectively.



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Course Objectives

Upon completion, Students should be able to;

1. understand the importance of Business analysis.
2. understand the strategic context for business analysis and the Business analysis service framework.
3. Understand the tools and techniques used in Business Analysis Planning and Monitoring.
4. Understand Business Analysis Key Concepts and Business Analysis Core Concept Model. Acquire advanced knowledge of identifying, defining, assessing and completing various elements of business analysis tasks.

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Study Plan

<u>Week</u>	<u>Topic</u>
Week 1	Orientation lecture
Week 2	Lecture, Discussion, Quiz
Week 3	Lecture, Discussion, Quiz
Week 4	Lecture, Discussion, Quiz
Week 5	Lecture, Discussion, Quiz The last date for withdrawal the course or the semester
Week 6	Lecture, Discussion, Quiz
Week 7	Lecture, Discussion, Quiz
Week 8	Lecture, Discussion, Quiz
Week 9	Lecture, Discussion, Quiz
Week 10	Lecture, Discussion, Quiz
Week 11	Lecture, Discussion, Quiz
Week 12	Discussion
Week 13	Final Exam

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Course Content

Chapter 1

Introduction to Business Analysis and The Competencies of a Business Analyst

- The origins, and development of business analysis
- The scope of business analysis work
- The role and responsibilities of a business analyst
- The business analysis maturity model
- Professionalism and business analysis
- The future of business analysis
- The personal qualities and knowledge of a business analyst



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Course Content

Chapter 2

The Strategic Context for Business Analysis.

- The context for strategy
- What is strategy?
- Strategy development
- External and internal environment analysis
- SWOT analysis
- Executing strategy

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Course Content

Chapter 3

The Business Analysis Process Model.

- An approach to problem solving
- The business analysis process model
- Investigate situation
- Consider perspectives
- Analyze needs
- Evaluate options
- Define requirements
- Deliver changes

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Course Content

chapter 4

Investigating the Business Situation.

- Prior research
- Investigation techniques
- Interviews, Observation, Workshops, scenarios
- User analysis
- Prototyping
- Quantitative approaches
- Suitability of techniques
- Documenting the current situation

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Course Content

Chapter 5

Analysing and Managing Stakeholders.

- Stakeholder categories and identification
- Analyzing stakeholders
- Stakeholder management strategies
- Managing stakeholders
- Defining stakeholder involvement – RACI and RASCI charts
- Using social media in stakeholder management
- Understanding stakeholder perspectives

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Course Content Chapter 6

Modelling Business Process and Defining the Solution.

- Organizational context
- An alternative view of an organization
- The organizational view of business processes
- Value propositions
- Business process models
- Analyzing the 'as is' process
- Improving business processes
- Process measurement Business Process Model and Notation
- Six Sigma
- Gap analysis, Formulating options, Defining business requirements
- Definition and structure of business architecture
- Business architecture techniques

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Course Content

Chapter 7

Making the Business and Financial Case.

- The business case in the project lifecycle
- Identifying options
- Assessing project feasibility
- Structure of a business case
- Investment appraisal
- Presentation of a business case
- RAID and CARDI logs

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Course Content

Chapter 8

Establishing, documenting and Managing the Requirements

- The problems with requirements
- A framework for requirements engineering
- Actors
- Requirements elicitation techniques
- Building the requirements list
- Requirements analysis
- Requirements validation
- Agile approach to requirements
- The importance of documentation
- The requirements document
- The requirements catalogue
- Managing requirements
- Entity relationship diagrams
- Class models
- Modelling in Agile approaches
- The use of models in system maintenance

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Course Content

Chapter 9

Modelling and Delivering the Requirements

- Modelling business use cases
- Modelling system use cases
- Modelling system data
- Entity relationship diagrams
- Class models
- Modelling in Agile approaches
- The use of models in system maintenance
- Delivering the solution: Context, Lifecycle
- Development and delivery approach: Roles, Deliverables, Techniques

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Course Content

Chapter 10

Delivering the Business Solution

- Stages of the business change lifecycle
- BA role in the business change lifecycle



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- **Teaching activities and Strategies**
The Intended Learning Outcomes will be achieved by achieving the following teaching strategies and activities
- Lectures
- Weekly Quizzes
- Final Written Exam

The general introduction of Business analysis is presented through the answer about the following questions:

1. What is Business analysis?
2. Why use Business analysis?
3. What are the Steps of Business Analysis Process
4. What are the Common Business Analysis Techniques



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What is Business analysis?

Business analysis is defined as a research discipline that helps in identifying the business needs and defining solutions to business problems. It also encloses software-systems development component. Business Analysis process provides concepts and insights into the development of the initial framework for any business. It supplies the key to guiding stakeholders of businesses who perform business modeling in an orderly manner.

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Why use Business analysis?

Business analysis helps in understanding the structure and the dynamics of any businesses in addition to understand the current problems in the target business. Also, It helps in identifying the potential improvements and recommending solutions to enable business to achieve goals. It helps to identifying and articulate the need for change which help organizations to maximize the delivered value to their stakeholders.

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What are the Steps of Business Analysis Process?

The Business Analysis Process is summarized in the following steps:

1. Enterprise analysis
2. Requirement planning and Management
3. Requirement Elicitation
4. Requirement analysis and Documentation
5. Requirement Communication
6. Solution Evolution and Validation

Step 1: Enterprise Analysis

This step covers the collection of pre-project activities that lead to project selection guided by the Business Analyst. It helps to maintain business architecture which prepares the Business Case to preparing the Decision Package.

Step 2: Requirement Planning & Management

In this step, the tasks and resource that are associated with the planning and management of requirements are identified. It helps to ensure that the set of the undertaken activities are appropriate for the specific project. It also helps to capture changes correctly and consistently.

Step 3: Requirement Elicitation

This phase consists of researching for and discovering the requirements of a system from users, and business's stakeholders.

Step 4: Requirements Analysis & Documentation

This step clarifies how stakeholder needs to analyze, structure, and specify the design and implementation of solutions. Requirements analysis helps to identify the methods and tools that are used to structure the raw data.

Step 5: Requirements Communication

This step includes the identifying of the activities for expressing the output of the requirement analysis. In addition, every requirement needs to be packaged, evaluated, and approved before implementing the solution.

Step 6: Solution Evaluation and Validation

This step confirms that the identified solution should be able to meet the stakeholder's objectives.

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What are the Common Business Analysis Techniques?

There are several business analysis techniques, but the most important usable techniques are presented by the following;

**SWOT Analysis, and
Six Sigma**

SWOT Analysis

SWOT analysis is a full form of Strengths, Weaknesses, Opportunities, and Threats for the organization. This technique helps to discover areas of both strength and weakness. Also, it allows for the proper allocation of resources.

Six Sigma Technique

Six sigma is presented as a term that describe the various techniques and management tools that are designed to make business processes more efficient and effective. It offers statistical tools that are used to eliminate defects, identify the cause of the error, and reduce the probabilities of error. Hence, Six Sigma generates an environment of continuous process improvement which enable businesses to maximize the value for all their stakeholders.

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Conclusion:

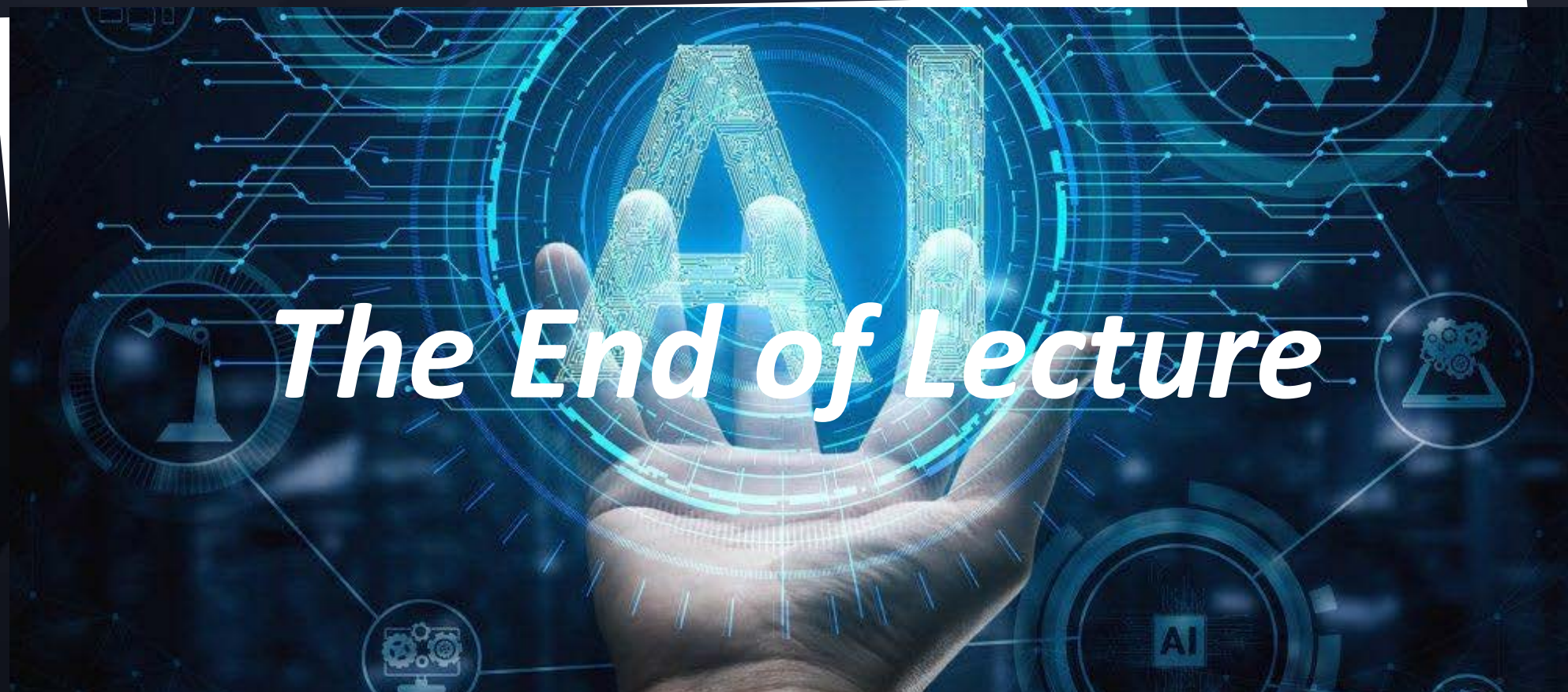
Business analysis is a research discipline that helps to identify the business needs and defining solutions to business problems. It also helps to understand the structure and the dynamics of the company.

Business analysis is all about decision-making—not the way it was done in the past, which relied heavily on experience, gut feeling, and intuition, but it relies on data/evidence and, computational/mathematical/statistical sciences. Because of the need to make faster and better decisions in today's highly competitive business world and the availability of large and feature-rich data sources along with the advanced computing resources (both on hardware and software side), managerial decision-making is experiencing a paradigm shift. Thus, business analysis can enable businesses to more accurate and actionable outcomes which help companies to gain a competitive edge and maximize their profits.



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The End of Lecture

Thank You

