



## Course Specification — (Bachelor)

**Course Title:** Business planning and analysis

**Course Code:** BIDA120

**Program:** Business Intelligence and Data Analysis

**Department:** Computer

**College:** Applied College

**Institution:** Najran University

**Version:** 1

**Last Revision Date:** 12/01/1447



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## A. General information about the course:

### 1. Course Identification

#### 1. Credit hours: ( 3 hours )

#### 2. Course type

A.	<input type="checkbox"/> University	<input type="checkbox"/> College	<input checked="" type="checkbox"/> Department	<input type="checkbox"/> Track	<input type="checkbox"/> Others
B.	<input checked="" type="checkbox"/> Required		<input type="checkbox"/> Elective		

#### 3. Level/year at which this course is offered: ( 1<sup>st</sup> year, Term2 )

#### 4. Course General Description:

Provides an overview of the processes and strategies for planning and monitoring business analysis processes. Learners practice tasks associated with business analysis planning and monitoring including approach, stakeholder engagement, governance, information management, and performance improvement.

#### 5. Pre-requirements for this course (if any):

BIDA100

#### 6. Co-requisites for this course (if any):

N/A

#### 7. Course Main Objective(s):

- Introduces students to processes and strategies for planning and monitoring a business analysis process.
- Prepares students to perform tasks such stakeholder engagement, governance, information management, and performance improvement.
- Students explore a variety of business analysis perspectives.

### 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	48	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>Traditional classroom</li> <li>E-learning</li> </ul>		
4	Distance learning		





### 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	24
2.	Laboratory/Studio	24
3.	Field	
4.	Tutorial	
5.	Others (specify)	
<b>Total</b>		<b>48</b>

### B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and understanding</b>			
1.1	<b>K1 Describe analysis perspectives</b>	<b>K1, K2</b>	Reading Presentation Class Discussion Internet research	<b>Quiz</b>
1.2	<b>K2 Explain the importance of data analytics governance</b>	<b>K1, K2</b>	Reading Presentation Class Discussion Internet research	<b>Quiz</b>
<b>2.0</b>	<b>Skills</b>			
2.1	<b>S1 Plan analysis approach</b>	<b>S1, S2</b>	Reading Presentation Class Discussion Lab Activities	<b>Exam Lab Activities</b>
2.2	<b>S2 Plan stakeholder engagement</b>	<b>S1, S2, S4</b>	Reading Presentation Class Discussion Lab Activities	<b>Exam Lab Activities</b>
2.3	<b>S3 Plan for monitoring performance</b>	<b>S1, S3</b>	Reading Presentation	<b>Exam Lab Activities</b>





Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
			<b>Class Discussion Lab Activities</b>	
2.4	<b>S4 Develop strategies for performance improvement</b>	<b>S1, S4</b>	<b>Reading Presentation Class Discussion Lab Activities</b>	<b>Exam Lab Activities</b>
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	<b>V1 Adhere to data ethics</b>	<b>V2</b>	<b>Group Project Case Study Problems</b>	<b>Exam Case Study Problem</b>
3.2	<b>V2 Demonstrate professionalism</b>	<b>V2</b>	<b>Group Project Case Study Problems</b>	<b>Exam Case Study Problem</b>
3.3	<b>V3 Communicate effectively with a range of audiences</b>	<b>V1, V2</b>	<b>Group Project Case Study Problems</b>	<b>Exam Case Study Problem</b>

### C. Course Content

No	List of Topics	Contact Hours
1.	<b>Understanding the Importance of Business Analysis Planning: Key Concepts and Objectives</b>	<b>5</b>
2.	<b>Defining the Scope of Business Analysis: Identifying Boundaries and Deliverables</b>	<b>5</b>
3.	<b>Stakeholder Identification and Analysis: Engaging Key Players in the Planning Process</b>	<b>5</b>
4.	<b>Developing a Business Analysis Plan: Creating a Roadmap for Success</b>	<b>5</b>
5.	<b>Requirements Gathering and Documentation: Planning Effective Data Collection Methods</b>	<b>5</b>
6.	<b>Risk Analysis and Mitigation Strategies: Identifying and Addressing Potential Challenges</b>	<b>5</b>
7.	<b>Resource Allocation and Management: Planning for the Required Skills and Tools</b>	<b>5</b>
8.	<b>Communication and Collaboration Strategies: Establishing Effective Channels and Processes</b>	<b>5</b>
9.	<b>Change Management Planning: Anticipating and Addressing Resistance to Change</b>	<b>4</b>





10.	Monitoring and Evaluation: Establishing Metrics to Measure the success of business analysis planning.	4
	<b>Total</b>	<b>48</b>

#### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm Exam	8	20%
2.	Homework's	From 3 to 14	10%
3.	Practical Exam	14	20%
4.	Final Exam	End of Semester	50%

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

#### E. Learning Resources and Facilities

##### 1. References and Learning Resources

Essential References	<p><b>Title:</b> The PMI Guide to Business Analysis  <b>Publisher:</b> Project Management Institute  <b>Published year:</b> 2018  <b>Author:</b> Project Management Institute  <b>ISBN:</b> 1628251980</p> <p><b>Title:</b> Mastering Business Analysis Standard Practices: Seven Steps to the Next Level of Competency  <b>Publisher:</b> J. Ross Publishing  <b>Published year:</b> 2019  <b>Author:</b> Billie Johnson and Kelley Bruns  <b>ISBN:</b> 1604271388</p>
Supportive References	<p><b>Title:</b> DAMA-DMBOK: Data Management Body of Knowledge  <b>Publisher:</b> Technics Publications  <b>Published year:</b> 2017  <b>Author:</b> Dama International and Data Management Association  <b>Editor:</b> Deborah Henderson and Susan Earley  <b>ISBN:</b> 978-1-63462-234-9</p>
Electronic Materials	
Other Learning Materials	

##### 2. Required Facilities and equipment





Items	Resources
<b>facilities</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	<b>Classroom</b> <b>IT Lab</b>
<b>Technology equipment</b> (AV, data show, Smart Board, software etc.)	<b>Smartboard Presentation Technology</b> <b>Computer with MS Office</b>
<b>Other equipment</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students, External reviewers' visit from Accreditation Agency	Survey Formal Classroom Observation
Effectiveness of teaching and assessment	Quality and Development Unit, Curriculum Committee,	Teachers' feedback, Students' feedback, Course report, Professional certifications achievement rate
Achievement of Course Learning Outcomes	Quality and Development Unit	Course report, data analysis of achievement test
Quality of learning resources	Quality and Development Unit	Annual quality improvement program review
Other		

**Assessors** (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval

COUNCIL /COMMITTEE	EXECUTIVE COUNCIL
REFERENCE NO.	4600081176
DATE	22/12/1446

