



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. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (1st 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"> • Traditional classroom • E-learning 		
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)	
Total		48

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
1.0	Knowledge and understanding			
1.1	K1 Describe analysis perspectives	K1, K2	Reading Presentation Class Discussion Internet research	Quiz
1.2	K2 Explain the importance of data analytics governance	K1, K2	Reading Presentation Class Discussion Internet research	Quiz
2.0	Skills			
2.1	S1 Plan analysis approach	S1, S2	Reading Presentation Class Discussion Lab Activities	Exam Lab Activities
2.2	S2 Plan stakeholder engagement	S1, S2, S4	Reading Presentation Class Discussion Lab Activities	Exam Lab Activities
2.3	S3 Plan for monitoring performance	S1, S3	Reading Presentation	Exam Lab Activities





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

C. Course Content

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





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

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

2. Required Facilities and equipment





Items	Resources
facilities (Classrooms, laboratories, demonstratio, rooms/labs, etc.)	Classroom IT Lab
Technology equipment (AV, data show, Smart Board, software etc.)	Smartboard Presentation Technology Computer with MS Office
Other equipment (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 Agen-cy	Survey Formal Classroom Observation
Effectiveness of teaching and assessment	Quality and Development Unit, Curriculum Committee,	Teachers`feedback, Students` feedback, Course report, Pro-fessional 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

