

## The Foundations of Business Analysis – BBA400

### Welcome

Welcome to *The Foundations of Business Analysis*. This course is part of a series of courses that leads to the Certificate in Business Analysis offered by UC Davis Continuing and Professional Education. The certificate program in its entirety provides an in-depth understanding of the practice of business analysis. It is designed to prepare you for a career as a Business Analyst and similar roles. While it should help you in your preparation for the Certified Business Analysis Professional (CBAP) examination offered by the International Institute of Business Analysis (IIBA), that is not this course's sole focus. By the end of the program, you will have an overview of the scope and activities that constitute the field of business analysis.

Please refer to the Syllabus and Modules areas of your Canvas course site to review the assignments, readings, discussions, and other requirements in order to complete this course in full.

### Instructor



#### **Kristina Miller, CBAP**

Director of Organizational Development and Employment experience for K- LOVE and Air1 Radio Networks. She has been with K-LOVE and Air1 for nine years in various roles. Leadership is a passion hers and is part of her daily role at the ministry.

She has over 15 years' experience as a business analyst and leader across several industry sectors which include financial services, media and broadcasting, and the automotive industry. During this time, she has performed just about every task as a business analyst; working from requirements gathering to solution assessment and validation.

Kristina has a passion for coaching and mentoring business analysts into greater careers. She received her CBAP certification in December 2012 and also holds a bachelor's degree in International Business from San Jose State University. She believes that being an effective communicator and leader is the KEY to being a great business analyst, which is she volunteers on the board of a local Toastmasters club that has received awards in excellence.

### Program Administrators

#### **Jennifer Knudsen**

Program Representative  
Phone: 530.752.0948  
[jknudsen@ucdavis.edu](mailto:jknudsen@ucdavis.edu)

#### **Michelle Dowling**

Program Manager  
Phone: 530.757.8820  
[mdowling@ucdavis.edu](mailto:mdowling@ucdavis.edu)

## Course Description

*4 quarter units*

This course is designed to introduce students to the field of Business Analysis as defined in the Business Analysis Body of Knowledge (BABOK®) and PMI-Business Analysis. This course will provide the foundation for understanding the roles and responsibilities of the Business Analyst in enabling change in an enterprise by defining needs and recommending solutions. This introductory course will immerse students into the fast-growing field of Business Analysis and the value they add to an organization. This course will explore the Business Analysis Core Concept Model (BACCM) further ensuring that students are equipped to consider the quality, completeness, and value of the solutions implemented based on the Business Analyst's analysis and recommendations.

## Course Outcomes

- Explain the role of and typical tasks conducted by a business analyst
- Discuss the value of business analysis when approaching complex business problems
- Use the Business Analysis Core Concept Model (BACCM) to analyze problems and develop solutions
- Summarize the key traits and attitudes needed to be a successful business analyst
- Discuss the similarities and differences between business analysis and project management
- Define Key Industry Terms
- Determine the scope of a given project
- Discuss business analysis knowledge areas and explain the processes within each area
- Explain the various Requirements Types
- Examine the relationship between requirements and design as it relates to the activities performed by a Business Analyst
- Identify key stakeholders and develop stakeholder personas for a given project
- Manage stakeholder expectations using a variety of methods
- Develop an appropriate problem statement for a given project factoring in stakeholder requirements
- Differentiate between and select an appropriate system development methodology for a given project

## Required Reading

The narrated presentations and web meetings conducted in this course present an introduction to, and roadmap through, the various topics covered by the course. Important considerations are highlighted, and where there is controversy in the industry over the use of certain tools and techniques, that controversy is discussed. This high-level approach is supplemented with selected reading assignments from the course textbooks:

- The International Institute of Business Analysis Body of Knowledge (IIBA BABOK) Version 3.0
- PMI's Business Analysis for Practitioners: A Practice Guide

The instructor may also post links to specific articles, recommended readings/texts and videos from the internet that discuss certain topics in more detail.

## Web Meetings

To maintain the interaction that is available in an in-person classroom course, the lecture content of this course is delivered via *live, weekly online class sessions called "web meetings."* While attendance is not required, you are **highly encouraged to attend** these meetings when they occur.

- Every Week, **Thursday at 5 PM**

All of the web meetings will be recorded for later viewing, but most of the web meetings will feature small, interactive group activities that you will likely find both enjoyable and educational, which can't adequately be captured in the recording.

The IT department has two business days to post the recordings. *Please plan your study schedule accordingly if you intend to use the recording instead of the live web meeting for studying.*

## Grading Criteria

This course includes discussion questions, simple learning activities, quizzes, and more complex "artifact" assignments designed to provide a measure, for both you and me, of your progress and evaluation of your learning through the course. The grading breakdown is as follows:

- Artifact Assignments: 50%
- Discussion, Learning Activities, and Quizzes: 30%
- Final Exam: 20%

Activities and assignments are primarily set up for you to download a file, complete it offline, then upload the completed file from to the same Assignment page. Your instructor will attempt to reply to all submissions with feedback on a timely basis (comments and points earned), however, please understand that our instructors are also working

professionals with their own day jobs, and so it may take a few days. If you have a question about an assignment, you may ask for guidance via the Discussion Tool or Canvas Inbox, and your instructor will do their best to answer promptly.

Letter Grades (account: Documentation Canvas)		
Name	Range	
A	100%	to 94%
A-	< 94%	to 90%
B+	< 90%	to 87%
B	< 87%	to 84%
B-	< 84%	to 80%
C+	< 80%	to 77%
C	< 77%	to 74%
C-	< 74%	to 70%
D+	< 70%	to 67%
D	< 67%	to 64%
D-	< 64%	to 61%
F	< 61%	to 0%

The Due Date for all module assignments is **the Friday of the week** after the Web meeting. See the quarterly course Calendar for reference. Submission by Due Date will allow for instructor feedback and potential for resubmission for better scores.

- *Resubmission Period* - There is a grace period for resubmission of eligible assignments of ONE week after the Due Date. After this period submissions will be locked and no further assignments or quizzes will be accepted.
  - **Submissions during the resubmission period may NOT qualify for instructor review and re-submission for better scores, and may be subject to a reduction in grade.**

At the conclusion of the course, a final examination will be given. This examination will be "open book", and will consist of a series of questions and problems that cover the entire course content. However, it is to be your personal work, so you are on the honor system not to discuss it with others or complete the exam with a partner or group. The final exam is worth 20% of your grade.

There are 10 modules total, and each is jam-packed with content and assignments, quizzes, and activities to complete as this is a 4-unit course. You should expect to spend anywhere from 10-12 hours of work per week in this class.

Canvas is also available through a mobile app, **but this app is NOT a replacement for the website!** There are important quiz functions that are not available in the app. Please use the website for Quizzes and Exams. More information on that can be found here: <https://canvas.unl.edu/courses/1/pages/accessing-canvas-with-your-mobile-device>

**Applying coursework toward a certificate requires a grade of C or better, unless otherwise noted.**

### Missing or Late Assignments

All assignments are due on their designated Due Date. See the quarterly course Calendar for reference. No work will be accepted after the resubmission period (the week after the Due Date) for the module assignments ends. Posting to discussion forums, submitting assignments, and completing course projects in a timely manner are required to pass the course. If you have an unavoidable emergency, please contact the instructors IN ADVANCE of the due date to make arrangements for an accommodation. Such accommodations are at the discretion of the instructors.

Unless approved in advance by the instructor, all late work (*defined as work submitted after the Due Date*) may be subject to a reduction in grade (generally 10% reduction for each day late) or may receive a zero.

### Student Conduct

All UC Davis Continuing and Professional Education students are expected to behave honestly, fairly, and with respect for others. Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to cheating, unauthorized collaboration and plagiarism. For further information, contact the Office of Student Judicial Affairs at (530) 752-1128, or visit their website at: <http://sja.ucdavis.edu>.

## Plagiarism

Plagiarism means using another's work without giving credit. If you use others' words, you must put them in quotation marks and cite your source. You must also give citations when using others' ideas, even if you have paraphrased those ideas in your own words. If you have questions about plagiarism, contact your instructor or visit the web: <https://ossja.ucdavis.edu/avoiding-plagiarism-mastering-art-scholarship>

## Accessing Final Grades

You can access your Final Grades through your **Student Portal** on the **UC Davis Continuing & Professional Education website**. Your access to the course via Canvas will close after the course ends, but your student portal will remain available to you at all times so that you may access your full history of course grades. Please note that it takes up to 3 weeks after the end of the course for grades to post to the student portal.

## Withdrawals, Refunds, and Transfers

For current policies please review <https://cpe.ucdavis.edu/student-services/withdrawals-refunds-transfers> on the **UC Davis Continuing & Professional Education website**. In this course, at the end of Module 1, you will be presented with a short, 1 question quiz confirming that you want to continue and complete the course. You must agree to the statement and complete this quiz in order to move on in the course.

## Where to Go for Technical Support

The Help button, represented by a question mark, is located at the bottom left site-wide navigation menu. It opens a menu that allows you to submit a ticket to the CPE Online Help Desk and also provides a link to search Canvas Guides to help answer common questions.

## Course Evaluations

The final course evaluation will be emailed to you towards the end of the course. We use a third party service that does not communicate your identity to us so the evaluations are completely anonymous. Your feedback is very important to us. Please complete the evaluation as candidly and completely as possible.