



Western Technical College

10102211 Strategy Development

Course Outcome Summary

Course Information

Description	Students will learn how to identify and define business needs; while navigating diverse business structures. Project roles and responsibilities will be explored with an emphasis on effective communication within each level of the organization. The necessity of project vision, strategy, goals, objectives, and scope definition will also be examined.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Pre/Corequisite 10102210 Business Analyst Professionalism

Textbooks

Seven Steps to Mastering Business Analysis. 2nd Edition. Copyright 2020. Champagne, Jamie. Publisher: J. Ross Publishing, Inc. **ISBN-13**: 978-1-60427-160-7. Required.

PMI Guide to Business Analysis. Copyright 2017. Project Management Institute. Publisher: Independent Publishers Groups. **ISBN-13**: 978-1-62825-198-2. Optional.

Program Outcomes

1. Perform elicitation, validation, and analysis of requirements to meet a business need
2. Build relationships with stakeholders

3. Demonstrate leadership throughout business analysis efforts
4. Demonstrate professional communication in a business environment

Course Competencies

1. Demonstrate effective business communication skills.

Assessment Strategies

- 1.1. Self Assessment
- 1.2. Written Product

Criteria

You will know you are successful when

- 1.1. you use effective business communication skills.
- 1.2. you practice using business technology.

Learning Objectives

- 1.a. Explore the dynamics of communicating with stakeholders at varying levels of authority and influence.
- 1.b. Explore the use of technology in business.

2. Explore various business structures and industries.

Assessment Strategies

- 2.1. Oral Presentation
- 2.2. Written Product

Criteria

You will know you are successful when

- 2.1. you explain similarities and differences in business needs among businesses and industries.
- 2.2. you describe how your role as a Business Analyst varies depending on the structure and culture of the organization.

Learning Objectives

- 2.a. Explore diverse organizational structures and cultures.
- 2.b. Explore functional areas of business.
- 2.c. Identify factors that influence business activities.
- 2.d. Explore operations management.

3. Explore project stakeholders.

Assessment Strategies

- 3.1. Written Product
- 3.2. Oral Presentation

Criteria

You will know you are successful when:

- 3.1. you identify potential stakeholders.
- 3.2. you explain reasons for communicating with stakeholders.
- 3.3. you explain how your communication with stakeholders can differ based upon the role of the stakeholder.

Learning Objectives

- 3.a. Explore common project roles and responsibilities.
- 3.b. Classify stakeholders.
- 3.c. Explore communication techniques for addressing various stakeholders.
- 3.d. Investigate how Business Analysts balance stakeholder needs.

4. Identify the business need.

Assessment Strategies

- 4.1. Scenario Response

Criteria

You will know you are successful when

- 4.1. you distinguish between the business need and a potential solution.

Learning Objectives

- 4.a. Define potential problems and opportunities.
- 4.b. Distinguish between a need and a solution.
- 4.c. Examine the Business Analyst's role in defining the business need.
- 4.d. Discuss stakeholder tendency to identify desired solutions rather than the underlying problem/opportunity.

5. Explore the value of projects.

Assessment Strategies

- 5.1. Scenario Response

Criteria

You will know you are successful when

- 5.1. you identify reasons an organization might fund a project.

Learning Objectives

- 5.a. Examine reasons projects are initiated.
- 5.b. Differentiate goals and objectives.
- 5.c. Explore the significance of scope.

6. Examine project constraints.

Assessment Strategies

- 6.1. Scenario Response

Criteria

You will know you are successful when

- 6.1. you identify project constraints.
- 6.2. you identify the potential impact to a project if constraints are not properly managed.

Learning Objectives

- 6.a. Explore types of project constraints.
- 6.b. Identify the impact of not properly managing project constraints.

7. Examine business analysis approach planning.

Assessment Strategies

- 7.1. Scenario Response

Criteria

You will know you are successful when

- 7.1. you identify factors that need to be considered when planning your approach to a project.
- 7.2. you explain how the business analysis approach can be tailored.

Learning Objectives

- 7.a. Identify factors that need to be considered in planning your approach to a project.
- 7.b. Discuss tailoring the business analysis approach.
- 7.c. Explore business analysis perspectives.

8. Explore organizational strategy.

Assessment Strategies

- 8.1. Product

Criteria

- 8.1. you explain the impact business analysis has on organizational strategies.

Learning Objectives

- 8.a. Identify factors that impact an organization's strategy.
- 8.b. Explore how organizations utilize business analysis to support their strategies.
- 8.c. Discuss the impact business analysis has on organizational strategies.

9. Identify the financial impact of decision-making.

Assessment Strategies

- 9.1. Scenario Response

Criteria

- 9.1. you use financial data to inform decision-making.

Learning Objectives

- 9.a. Summarize the financial impact projects have on an organization.
- 9.b. Explore financial statements.
- 9.c. Examine how financial data is used to make informed decisions.