

Course: Business Analysis

Lecturer	Stefan Randak
Prerequisites for participation	No formal requirements
	Regular attendance of the course required
Assessment	Overall grade based on the presentation of a case study (30-45 minutes / 80%) and internal assessment of work done during the semester (20%)
Previous examinations required	None
Assessment of the examination performance	Forms the final grade
Required for pass	yes
Qualification objectives / Course goals	<p>The students can think analytically and are accompanied by a professional from the field.</p> <p>In case studies the students have become acquainted with business analysis methods and the interdependencies between business processes and business models.</p> <p>The students have gained a broad based of systems knowledge by learning about feedback effects and structural dependencies through their practical work.</p>
Course contents	<ul style="list-style-type: none">• Presenting selected analysis models and methods, e.g. Porters Five Forces, SWOT, stakeholder analysis, financial analysis, Ansoff Matrix, value chain, value creation calculation• Learning about and practicing these methods by means of self-chosen case examples• Analyzing the economic embedding of the enterprise entity within macroeconomic structures <p>Possible excursion to a company</p>
Media	Black/Whiteboard, projector with laptop, videos, case studies
Literature	To be announced at the lecture