

**Course: Business Analysis**

<b>Lecturer</b>	Stefan Randak
<b>Prerequisites for participation</b>	No formal requirements
	Regular attendance of the course required
<b>Assessment</b>	Overall grade based on the presentation of a case study (30-45 minutes / 80%) and internal assessment of work done during the semester (20%)
<b>Previous examinations required</b>	None
<b>Assessment of the examination performance</b>	Forms the final grade
<b>Required for pass</b>	yes
<b>Qualification objectives / Course goals</b>	<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>
<b>Course contents</b>	<ul style="list-style-type: none"> <li>• Presenting selected analysis models and methods, e.g. Porters Five Forces, SWOT, stakeholder analysis, financial analysis, Ansoff Matrix, value chain, value creation calculation</li> <li>• Learning about and practicing these methods by means of self-chosen case examples</li> <li>• Analyzing the economic embedding of the enterprise entity within macroeconomic structures</li> </ul> <p>Possible excursion to a company</p>
<b>Media</b>	Black/Whiteboard, projector with laptop, videos, case studies
<b>Literature</b>	To be announced at the lecture