

Business Analysis Project

Session 1- Introduction

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Learning Outcomes

1. Evaluate the ways in which competitive forces impinge on an organisation's performance;
2. Critically examine relationships between organisational issues and strategic development;
3. Apply appropriate qualitative and quantitative tools, techniques and concepts to clarify, synthesise and evaluate an organisation's current effectiveness and future prospects;
4. Develop a critical and practice-based insight into the key issues facing an organisation, supported by clear evidence-based findings and to communicate those findings and make recommendations

What is Business Analysis?

- Business analysis is the set of tasks and techniques used to understand the structure, policies, and operations of an organization, and to recommend solutions that enable the organization to achieve its goals.
- Business analysis may be performed to understand the current state of an organization or to serve as a basis for the later identification of business needs.
- Business analysis is performed to define and validate solutions that meet business needs, goals, or objectives.

Role of the Business Analyst

- investigate ideas and problems, formulate options for a way forward and produce business cases setting out their conclusions and recommendations.
- advising organisations on effective courses of action
- ensure that all business changes are in line with the mission, objectives and strategy of the organisation

Responsibility of the Business Analyst

- identifying the tactical options that will address a given situation and will
- support the delivery of the business strategy;
- defining the tactics that will enable the organisation to achieve its strategy;
- supporting the implementation and operation of those tactics;
- redefining the tactics after implementation to take account of business
- changes and to ensure continuing alignment with business objectives.

Class dialogue on:

- current economic and business issues in Trinidad and Tobago and their influences on strategy formulation

The Lectures

- See module guide- outline delivery pg. 4

Assessment

- You are required to prepare a 3,000 words report on an **enterprise of your own choosing**. This will be a critical appraisal of the competitive position of the enterprise and you **will benchmark with two similar organisations**.
- This module simulates the problems (issues) that real life senior managers deal with and requires you to test some of your proposed solutions. The focus is on some aspect of competitive advantage and how this is reported in published information and also in financial reports and statistics.

- Part of your **analysis will be qualitative** - “soft” - and part of your analysis **will be quantitative** - “hard”. You must pull together “soft” analysis and “hard” (financial and market data) in order to perform a complete analysis.
- The module requires you to **test the outcomes of your recommendations using spreadsheet scenario modelling**. You should **comment on the suitability, acceptability and feasibility of your recommendations** and integrate the figures derived from your scenario modelling in this section.

Marking Criteria

- See Module Guide- pg. 13

Selection of Target Organization

- suitability for study
- access to company information:
 - Financial information
 - VMOS
 - Market and Industry data
 - Competitor Activities

Sources of Information

- MINTEL- <http://www.mintel.com/>
- FAME- http://www.bvdinfo.com/Products/Company-Information/National/FAME.aspx?gclid=CPjP_vWc5qMCFan-2Aod-xRL-g
- Price Waterhouse Coopers Emerging Markets (EM) Reports
- UKTI- <https://www.uktradeinvest.gov.uk>
- IMF Global Financial Stability Report
- World Economic Forum WEF “Global Competitiveness Report” GCR- <http://www.weforum.org>

- **The Economist-** <http://www.economist.com/>
- **Bloomberg Business Week -**
<http://www.businessweek.com/>
- **Journal of International Business Studies-**
www.jibs.net
- **Financial Times-** <http://www.ft.com/home/uk>
- **BBC News-** <http://www.bbc.co.uk/news/business/>
- **McKinsey Quarterly-**
<http://www.mckinseyquarterly.com>

Student Managed learning

- Research and data gathering for chosen firms
- Produce a 3 slide presentation on the firm's background- 5 mins.
- Share your sources of information with colleagues