

PROJECT

CAREER ANALYSIS OF BUSINESS ANALYST STUDENTS

PRESENTED BY - ZUBAIR ABDUL MUQUEET
ADWAITH ROSHANLAL SUNITHA
NITHIN SAJEEVAN NAIR
ALI EL KADRI
ABIN BUSKUTTY
RADIYA IMRAN KURANI
NEETIKA AIRI



INTRODUCTION

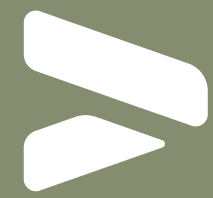
- Students in NorQuest College's Business Analysis Program (BAP) face challenges in securing co-op placements.
- Main challenges: perceived lack of technical proficiency in business analysis and competitiveness with peers from other Edmonton-based institutions.
- Conducted a study to investigate and address these challenges.
- Study included a requirements analysis with components like assessing alumni experiences, evaluating career coaching programs, and studying study materials' impact on technical competency.
- Objective: Understand difficulties, offer remedies, improve co-op experiences, and enhance job prospects for students.



EXECUTIVE SUMMARY

- Reasons include students' perceived lack of technical skills and competition with students from other universities.
- Research included requirements analysis, input from program graduates, assessment of career coaching programs, and comparison of current and former students' views.
- The study aims to improve co-op experiences and future job prospects for BAP students by addressing these challenges.





MEET THE TEAM MEMBERS

Zubair Abdul Muqueet
Team Leader

Ali El Kadri
Student Analyst

Neetika Airi
Career Analyst

Adwaith Roshanlal Sunitha
Assistant Team Leader

Abin Buskutty
Project Coordinator

Nithin Sajeevan Nair
Business Analyst

Radiya Imran Kurani
Career Analyst



SKILL AUDIT OF THE TEAM

ZUBAIR ABDUL MUQUEET

I'm a proactive professional with experience in talent acquisition, recruitment, HR, marketing, and sales. I worked 1 year at Leonine Consulting Services as a Talent Acquisition Specialist, I handled sourcing, interviewing, and onboarding for candidates companies like Tech Mahindra and Deloitte. Additionally, I spent 1 year as a Sales Strategist at a MNC called MarketStar, driving software sales for the DoorDash project, focusing on American and Canadian markets. My background primarily lies in the Business Consulting and Services Industry.

ADWAITH ROSHANLAL SUNITHA

I have worked as a Business Development Executive in the Indian EdTech & software development industries for over 2 years (with an MNC and an SME), with strong expertise in sales, project bidding, lead generation, price negotiation, meeting reporting (MOMs), and customer satisfaction.

NITHIN SAJEEVAN NAIR

I have worked as a analyst with a proven track record in conducting thorough content assessments across diverse platforms. Possesses a blend of investigative and innovative thinking, coupled with meticulous attention to detail. Effective communicator with stakeholders, ensuring compliance with Service Level Agreements for quality and productivity.

ALI AL KADRI

With diverse experience, including Petroleum Engineering Internship at Al Masaoud Oil & Gas, Food Production Supervision at BARAKA S.A.R.L, and Customer Service at Sigma General Trading S.A.R.L. I am skilled in safety implementation, quality control, production scheduling, team supervision, and customer issue resolution. Proficient in attention to detail, problem-solving, analytics, communication, and software utilization.

ABIN BUSKUTTY

I have nearly 3 years of experience as a Business Development Executive at Digimarketics, demonstrating strong strategic planning, collaboration, and customer-centric skills, driving business growth through innovation and adaptability."

RADIYA IMRAN KURANI

Experienced in customer service and business development, with roles at Safeway and Global Colliance. Skilled in data validation, process optimization, compliance, and budget management. Volunteer work at True Leaf Retail Inc. strengthened data management and collaboration skills. Possesses strong attention to detail and analytical mindset.

NEETIKA AIRI

Experienced administrative assistant adept at managing office operations, scheduling, correspondence, and record maintenance. Skilled in time management, multitasking, and attention to detail. Former supervisor at Claire's with strong leadership, communication, and conflict resolution skills. Possesses administrative proficiency, organizational acumen, and effective leadership capabilities.

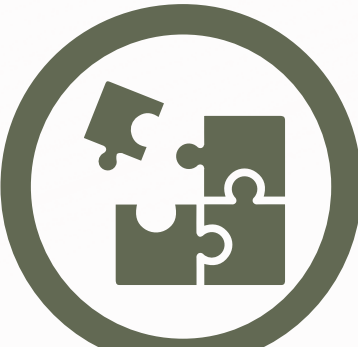
DATA COLLECTION

We initially planned to collect data through questionnaires and individual interviews. However, we faced challenges with the questionnaire response rate and timing due to a reading week. Consequently, we opted for tailored questionnaires for each stakeholder group, ensuring privacy and explaining the purpose clearly.



RATIONALE AND CHOOSING OF THE TOPIC

- **Difficulty in obtaining co-op opportunities in Edmonton due to lack of expertise in business analysis and heavy competition from students of other educational institutions.**
- **Observation of similar situations among numerous students in both cohorts of BAP at NorQuest College.**
- **Motivation to research further into the academic perplexity of co-op opportunity challenges.**
- **Project focus on identifying causes and gathering information, not solving root causes.**
- **Requirements analysis includes:**
 - ❖ **Identifying if all students face difficulties in obtaining co-op opportunities.**
 - ❖ **Gathering information from alumni about their co-op experiences.**
 - ❖ **Assessing NorQuest College's provision of career coach support for co-op opportunities.**
 - ❖ **Comparing results from alumni and current students to evaluate the effectiveness of NorQuest College's career coaching initiatives.**
 - ❖ **Evaluating the effectiveness of study materials in ensuring students are technically competent business analysts.**



SAMPLE SIZE



Questionnaire 1

The sample size was 19, out of an estimated 50–60 students. This sample was used to understand the individual experiences of students in finding a co-op.



Questionnaire 2

Three sponsors from the career coach department were selected.



Questionnaire 3

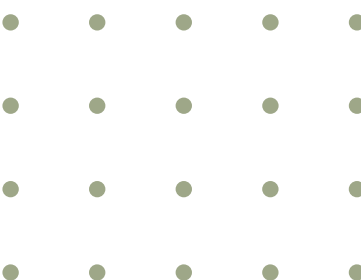
Three SMEs who successfully found co-op opportunities during their studies were selected due to difficulty in finding contact details of alumnus members. All names and private information were kept confidential for privacy reasons.



ANALYSIS

Questionnaire 1 – Students from A01 and A02 (SMEs)

- Majority aged 25–29 seek career enhancement in business analysis.
- Motivated by personal/professional development and job market demand.
- 63.2% dissatisfied with career services; need to enhance support.
- Propose mentorship program to address lack of guidance.
- Strong demand (84.2%) for internship/co-op programs.
- Expand programs through industry partnerships.
- Improve job application/interview preparation; suggest mock interviews.
- Co-op experiences valued as pathways to employment.
- Strengthen ties with co-op partners for better outcomes.
- Address dissatisfaction (63.1%) with co-op initiatives through detailed feedback sessions.



Questionnaire 2 – Career Coaches (Sponsors)



- Students pursuing NorQuest College's Business Analysis (BA) Professional program are motivated by future job prospects supported by industry-relevant curriculum and practical skill development.
- Career coaches perceive the college's services positively, employing counseling, workshops, and networking to enhance student readiness for the job market.
- Engagement in career development activities varies among students.
- The alumni network serves as a valuable resource for mentorship and guidance.
- The high job placement rate for BA students in co-op positions within Edmonton underscores program effectiveness.
- Challenges such as lack of job role awareness persist.
- Strategies for overcoming these challenges include resume building and networking.
- Overall, there's alignment between the program and job market needs, with opportunities for enhancing student engagement and addressing co-op job search challenges.

QUESTIONNAIRE 3 – ALUMNI MEMBERS (SMES)

- Essential skills like adaptability, communication, problem-solving, and data analysis are crucial for Business Analysts (BAs), as agreed by 90% of respondents.
- Curriculum upgrades are suggested to match real-world industry standards.
- Practical experience through projects or internships is deemed highly important by 80% of stakeholders.
- Collaboration with companies is recommended to offer more real-world opportunities for students.
- To address students' lack of awareness about industry jobs, connecting them with professionals, organizing career events, and setting up mentorship programs are suggested.
- Dissatisfaction with career coaching services highlights the need for more personalized advice and industry connections.
- Stakeholders suggest focusing on IT and Healthcare industries due to high demand for BAs.
- Tailored workplace training in these areas is recommended to meet industry standards.



CONCLUSION

Our analysis within the Business Analysis Program at NorQuest College looked into significant challenges and avenues for improvement in securing co-op opportunities for students. Our findings underscore the critical need for enhanced technical training, better career services, and more substantial industry partnerships to facilitate real-world experience. The discrepancies in student satisfaction with co-op initiatives and the perceived effectiveness of career services highlight areas requiring immediate attention. By addressing these issues, we envision a pathway toward not only improving co-op experiences but also significantly bolstering students' preparedness and competitiveness in the job market. This report laid the groundwork for informed strategies that can bridge gaps between academic preparation and professional success, ensuring that BAP students at NorQuest College can achieve their career aspirations with confidence and competence.



A top-down view of a workspace on a light-colored wooden desk. A silver laptop is open, showing a black keyboard with white lettering. To the right of the laptop is an orange spiral-bound notebook with a small white character sticker. In the bottom right corner, a white ceramic cup filled with dark coffee sits on a matching saucer. The image is overlaid with a large, dark green diagonal shape on the left side, which contains the text 'THANKYOU!'. There are also decorative white dotted patterns in the top left and bottom center of the green shape.

THANKYOU!