SCHOOL OF ELECTRICAL ENGINEERING AND COMPUTING

INFT2150 – BUSINESS ANALYSIS
BUSINESS REPORT

OVERVIEW

- Weighting: 35%
- Due date: End of week 8 – 11.59pm Sunday 22 September
- Method of submission: Turnitin via Blackboard
- Content: Case study: Business Report
- Length of submission: 20 – 25 pages (+ reference list and appendices)

DESCRIPTION

Student groups analyse a real business and through systematic fact finding and documentation identify operational and strategic issues within that business. They then undertake a holistic strategic analysis of the business to identify possible future directions for the company. In this activity students will be exposed to peer learning and will develop oral communication skills and the ability to record data, synthesise an opinion, and convey this clearly in a well presented and articulate manner. The business report includes:

- Title page
- Table of contents
- Executive summary
- Objectives
- Systems Modelling
  - A rich picture
  - A use case diagram
  - A context-level data flow diagram
  - Description/discussion of each

- A stakeholder analysis
- A SWOT analysis
- Problem identification
- Next steps
- List of references
- Appendices

TASK

In this assignment your group will be playing the role of Business Analysts who have been engaged by the top management of Lime-S (www.li.me/electric-scooter). Lime-S offers a service whereby electric scooters are parked at strategic locations around a city; users can unlock them by way of a mobile app, can ride them wherever they like, and leave them at their destination. The scooters generally have enough battery charge for the whole day, and staff collect them overnight and install fully-charged batteries. The concept is still experimental: Lime-S typically has to negotiate with city authorities, because the scooters tend to be faster and more powerful than regulations permit. Also, there is a clear risk that the scooters will be treated the same way as dockless bicycles, which were often subject to vandalism and other misfortunes. Lime-S management have given your group the task of preparing a business report which includes a model of their current business system, a stakeholder analysis, and a SWOT analysis. In particular, Lime-S is interested in identifying possible opportunities and threats for the company and a roadmap for how possible problems can be addressed. A quick search has uncovered these articles that will help you to get started on this assignment. You will certainly find more as you explore the topic in depth.

- https://concreteplayground.com/melbourne/design-style/technology/limes-dockless-electric-scooter-service-has-launched-in-brisbane
- https://www.businessinsider.com.au/minimum-of-1500-us-e-scooter-injuries-in-2018-2019-2?r=US&IR=T

MARKING CRITERIA

All members of each group will normally get the same mark for the report, regardless of who did how much of the work, unless it is clear that this would be a serious injustice.

Criterion	Description
1. Report format [5%]	A business report has to be clearly structured and well organised. It has to be designed in a pleasant and appealing way (e.g., by using an eye catcher on the title page, including page numbers and by adequately highlighting essential information as well as using footnotes and appendices to add supplementary information).
2. Executive summary [5%]	An executive summary provides a concise summary of the most essential information of the business report. This includes in particular the results of the stakeholder analysis and the SWOT analysis as well as the problems identified and next steps proposed.
3. Objectives [5%]	A business report also includes a brief summary (e.g., one paragraph) of the objectives of the report. What is the goal of the report?
4. Systems modelling (rich picture, context-level data flow diagram, use case diagram) [15%]	Systems modelling includes a rich picture which provides an overview of the overall situation. It also includes a use case diagram and a context-level data flow diagram which outline the scope of the system, its boundaries and interfaces to other systems. Each of these will be explained in accompanying discussion.
5. Stakeholder analysis [15%]	The business report has to provide a comprehensive analysis of the stakeholders. This includes identifying stakeholders, analysing their interests and influence, as well as pointing out possible strategies for managing stakeholders.
6. SWOT analysis [15%]	The business report has to provide a comprehensive analysis of the company's strengths, weaknesses, opportunities, and threats. The factors have to be analysed and ranked. Finally, possible strategies have to be identified to address the most important factors while also considering possible interactions between the factors.
7. Problem identification & description [15%]	A business report has to identify and describe possible problems that might arise for the company. For each of the 3-5 problems summarised in the main part of the business report, there is a separate problem definition in the appendix. A problem definition includes a problem statement, a list of issues, a list of objectives, a list of requirements, and a list of constraints.
8. Next steps [10%]	What are the possible options that top management can pursue in order to solve the identified problems and to make use of promising opportunities? A good business analyst will be sure to provide top management with a clear and concrete set of actions that should be considered in order to begin solving any problems. Note that this report is not expected to propose the solutions: it is expected to suggest ways of finding the solutions.
9. Writing and referencing [15%]	This criterion includes correctness of grammar and spelling, and appropriate use of references, direct quotes, paraphrasing, etc. Students should note that there is a fine line between poor referencing and plagiarism, and reports that appear to be plagiarised will be referred to the Student Academic Conduct Officer, with possible outcomes such as a mark of zero for the entire report. Students are strongly advised to repeat the University's Academic Integrity Module, and to be sure never to take text, ideas, or images from anywhere without clearly referring to the source.