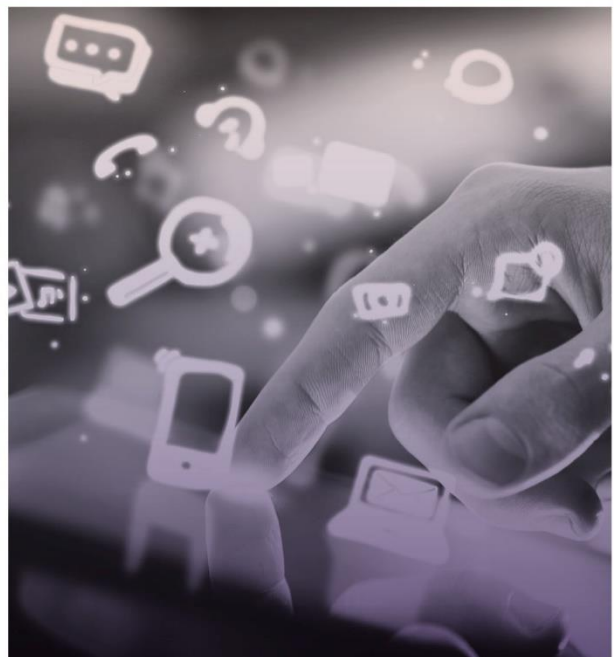
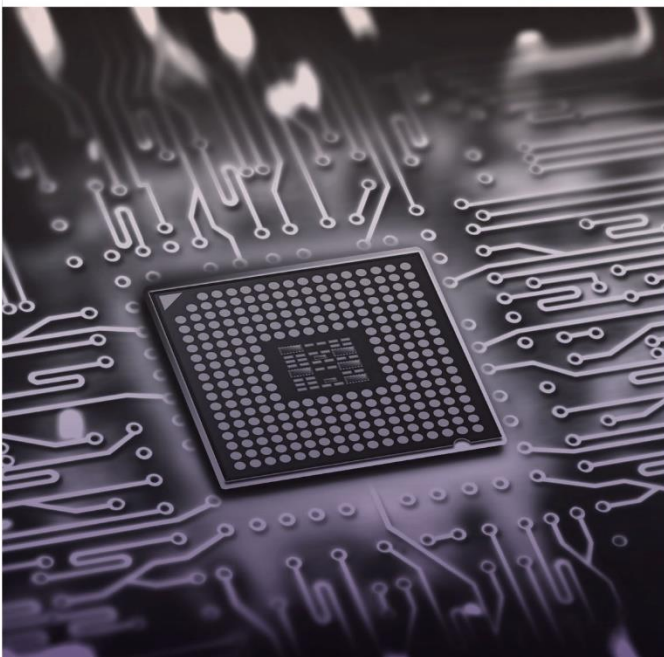




College of Business and Economics  
**School of Consumer Intelligence  
and Information Systems**  
Department of Applied Information Systems

# Learning Guide

BUSINESS ANALYSIS 2A (BAY02A1) – SEMESTER 1 - 2022



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# Section A: Administrative details

## 1. INTRODUCTION

### 1.1 Welcome

Welcome to Business Analysis 2 Module A. This learner guide is designed to assist you through this course and will guide you with preparation for classes, assignments and tests. Please note that Module A and B are Independent Modules, therefore you must pass all modules with 50% to pass the subject Business Analysis 2. An integrated teaching and learning approach is followed in this module. This means that learning is facilitated by more than one support resource, e.g., face-to-face contact with tutors, lectures, Ulink, a learning guide and/or interactive CD – each of which is complementary to the other. Your learner guide is designed to assist you through this course and will guide you with preparation for classes, assignments and tests.

For assistance to log onto the student portal go to <http://student.uj.ac.za> or ask the assistants in the computer laboratory to help you.

- From the student portal go to U-link to explore the different tools in your web learning environment for important information:
  - Announcements
  - Class Notes
  - Contact details
  - Assessment information/results

### 1.2a School information

Name of School: School of Consumer Intelligence and Information Systems

Director of School: Prof. Mercy Mpinganjira

Director of School Secretary: Ms Fareea Dangor

Contact details: 011 559 3200 / [fdangor@uj.ac.za](mailto:fdangor@uj.ac.za)

### 1.2b Department information

Name of Department: Applied Information Systems

Head of Department: Dr. Stella Bvuma

Departmental Assistant: Ms. Martha Winter

Telephone: 011 559 1216 / Fax: 011 559 1239

### 1.3 Lecturer information

Lecturer: Ms. Mothepane Tshabalala

Office: APB Campus  
G Block Building  
Office: G Green 3

Contact details: [mothepanet@uj.ac.za](mailto:mothepanet@uj.ac.za) / 011 559 1173

Consultation hours: WEDNESDAY - 10:30 – 12:05 OR BY APPOINTMENT

- All consultations ***MUST*** be confirmed via email specifying the time and reason for the consultation!
- Should you need to make an appointment with the tutor, please liaise directly with the tutor during the allocated tutorial session.

### 1.4 Purpose and use of this learning guide

The purpose of this learning guide is to provide students with important administrative, organisational and module information and as such, a frame of reference and road map to guide students in their planning and preparation in this module through the semester. It is of critical importance that students continually refer to the learning guide throughout the semester as it contains important information regarding what the module entails, assessment details such as units to be assessed for each assessment as well as assessment dates. The dates contained in the work schedule is a guideline and may differ due to unforeseen circumstances however, students will be notified via uLink in the event of any such change. It is therefore extremely important that you check uLink at least once a day for any updates.

The learning guide and class notes are not substitutes for lectures/tutorials. The learning guide, other learning material, lectures, assessments and other activities comprise an inclusive and integrated learning experience aimed at achieving the outcomes of this module. **Attendance (Online) of lectures is crucial**, as lectures do not only allow for more guidance and direction regarding the scope of the module, but also allows for meaningful engagement which is expected to facilitate an in-depth understanding of the core issues covered in the module.

### General information

#### 1. Rights and responsibilities of students

- Theory classes are compulsory (students must attend a minimum of 80% of their classes)
- Tutorials are compulsory (students must attend a minimum of 80% of their tutorials).
- Students must be on time for class (anyone who arrives more than 10 minutes late will not be permitted into class).
- Learners must consult with their lecturer if they experience any problems (please ensure that you consult the lecturer timeously and not when the problem becomes a crisis). Should the matter not be resolved, learners must complete a grievance application form (**See Appendix B**) and submit it to the departmental secretary.

- Students must buy the text book and not rely on class notes only. Students are not allowed to photocopy the text book as this is infringing on copyright laws. Should a photocopied text book be in a student's possession, proper action will be taken against that student.
- Should you have difficulties with this subject, please contact your tutor for additional help.
- **All assessments are compulsory.** Assessments not handed in on the due date or not written will not be marked and 0% awarded. This does not apply in the case of official absenteeism:
  - Medical certificates; or
  - Prior application (with confirmation from the sports bureau or cultural office) for participating in provincial, national or international sports or cultural events; or
  - The death of a close family member or friend (a copy of the death certificate or funeral letter must be included as proof); or
  - Other excuses deemed acceptable to the assessor

## 2. Class attendance (Online)

Please note that it is the learner's responsibility to catch up on any classes missed, irrespective of the reason why he/she missed the class. Make arrangements with another learner concerning notes handed out etc. **A register will be taken at all lectures and tutorials.**

## 3. Plagiarism

Dishonesty and plagiarism will not be tolerated. The University and the Faculty view the issue of plagiarism in a serious light. Evidence of plagiarism or dishonesty will be dealt with according to the University's and/or Faculty's Regulations. The issue of plagiarism as referred to in the Faculty Guidelines for Ethics in Research:

### **Plagiarism is to:**

- present the ideas, words or results of another person as your own, without acknowledging the original author;
- use the ideas or words of another person without giving due credit to that person or source;
- use sentences, paragraphs or parts of articles and books without quotation marks and/or appropriate acknowledgement;
- download sentences, paragraphs or sections of writings from the Internet and to use them without quotation marks and/or proper acknowledgement;
- use another person's direct words without quotation marks, even when you acknowledge the source;
- use ideas without making them properly your own, even though you might have acknowledged the original source;
- formulate your words so closely to those of the original author that it is obvious that you could not have written them without having had the source next to you, i.e. your paraphrasing of the author's words is too close to the original author's use of the words, even if you did acknowledge your source.

*Source: Booth, et al. and Schuklenk*

If you use the words and ideas of other people, their words must be clearly indicated in quotation marks and used correctly, and their source indicated to avoid being guilty of plagiarism. No copying of textbooks is allowed.

**Plagiarism is wrong because:**

- It is theft of intellectual property.
- The person (plagiarist) lies about the contribution made to the project.
- The person (plagiarist) cannot give a true account of how the research was carried out.

*Source: Udo Schuklenk (University of the Witwatersrand)*

**Benefits to be derived from consciously avoiding plagiarism:**

By deliberately avoiding plagiarism, learners learn:

- the value of doing original work;
- to develop professional skills such as doing research, giving attention to detail and analysing arguments;
- to act with honesty and integrity in their professional lives; and
- to write professionally and engage in debate.

*Source: Faculty of Law, the University of the Witwatersrand*

**Conduct during Lectures and Assessments**

- **No cellphones** are allowed during lectures or assessments.
- **When writing an email, please take note of the following rules regarding email etiquette:**
  - Please include module code + an appropriate title in the subject line indicating the purpose of the email
  - Sign off your email with the following details: First name and Surname, student number and module code

**4. Sick tests**

At the end of the learner guide, you will find an application form for a SICK or deferred test. In the event that a test is missed and you intend to apply for a sick/deferred test, kindly complete the attached document, attach the relevant support documents and email to Ms Nomusa, the department academic coordinator on the email address [nomusas@uj.ac.za](mailto:nomusas@uj.ac.za). NO application will be considered without the forms.

Learners can only write **ONE** sick test per module and must produce a valid doctor's certificate after missing a test together with a completed application for writing the sick test (See Appendix A) within **SEVEN (7)**

**working days from the date of the assessment.** Applications for sick tests must be emailed to the department academic coordinator on the email provided above.

The following applies:

- If you are ill you must submit a medical certificate as well as appendix A (completed by you and the doctor) on the day of the missed assessment.
- If there is a death of an immediate family member then you must submit the a certified copy of the death certificate and appendix A (completed by you)
- Prior application (with confirmation from the sports bureau or cultural office) for participating in provincial, national or international sports or cultural events; or
- Affidavits will be accepted where appropriate

Medical certificates need to comply with the following:

**The Ethical and Professional Rules of the Medical and Dental Professions Board of the Health Professions Council of South Africa**

In terms of the Ethical and Professional Rules of the Medical and Dental Professions Board of the Health Professions Council of South Africa, the medical profession has introduced the following rules with respect to medical certificates:

**Rule 15.(1) :** A practitioner shall only grant a certificate of illness if such certificate contains the following information, namely:

- a. the name, address and qualification of the practitioner;
- b. the name of the patient;
- c. the employment number of the patient (if applicable);
- d. the date and time of the examination;
- e. whether the certificate is being issued as a result of personal observations by the practitioner during an examination, or as the result of information received from the patient and which is based on acceptable medical grounds;
- f. A description of the illness, disorder or malady in layman's terminology with the informed consent of the patient: Provided that if the patient is not prepared to give such consent, the medical practitioner or dentist shall merely specify that, in his or her opinion based on an examination of the patient, the patient is unfit to work;
- g. Whether the patient is totally indisposed for duty or whether the patient is able to perform less strenuous duties in the work situation;
- h. the exact period of recommended sick leave;
- i. the date of issuing of the certificate of illness; and
- j. a clear indication of the identity of the practitioner who issued the certificate which shall be personally and originally signed by him or her next to his or her initials and surname in printed or block letters.

**Rule 15(2):** If pre-printed stationery is used, a practitioner shall delete words which are irrelevant.

**Rule 15(3):** A practitioner shall issue a brief factual report to a patient where such a patient requires information concerning himself or herself.

## Section B: Programme and Module information

### Programme information

Please refer to the full programme that you are registered for within the department.

### Module information

<b>Module name</b>	Business Analysis 2A
<b>Module code</b>	BAY02A1
<b>Pre-requisites for module</b>	Business Analysis 1B
<b>Module NQF level</b>	5
<b>NQF Credits</b> (Calculated according to notional hours)	16
<b>Duration of module</b> (Weeks/Semester)	14 Weeks

### Purpose of the module

The purpose of this module is to provide students with an introduction to the field of business environment analysis, value chain analysis and the relationship of this analysis with information and general management.

By the end of the module the student should be able to:

- explain the components of a traditional and virtual value chain,
- explain the forces, tools and techniques of environmental analysis,
- describe entrepreneurial qualities and structure in an IT business environment, and
- apply management functions and leadership Skills to business

### Media/resources/ support for this unit / Prescribed course material (textbook, etc.)

**Textbook:** No prescribed Textbook for BAY02A1

**Some suggested reading materials (can be found at the library):**

BUSINESS ANALYSYS (third edition), Debra Paul, James Cadle and Donald Yeates (editors), publisher: The chartered institute for IT, ISBN: 978-1-78017-277-4

**Other learning material:** Additional lecture notes and case study materials will be provided online (Blackboard)

### Scheduled classes

Lecture times: Tuesday 11:20 – 13:00  
Thursday 09:40 – 11:20



**Both classes are held at: B RED 21 VENUE APB CAMPUS**

**Attendance is compulsory.**

**Work schedule for the semester**

WEEK	LEARNING UNIT	DATE	TOPIC	SELECTED READING IN PREPARATION FOR CLASS (CHAPTER/S)
1	LU1a, LU1b	15 and 17 February	LU1a: The Strategy and Competitive Intelligence Process LU1b: performing the analysis process	Lecture slides and notes
2	LU2a, LU2b	22 and 24 February	LU2a: Analysis and its pitfalls LU2b: Communicating the analysis results	Lecture slides and notes
3	LU3	01 and 03 March	<b>The FAROUT System</b>	Lecture slides and notes
4	LU4	08 and 10 March	IT and Strategy	
5	LU4	15 and 17 March	IT and Strategy	
6	LU5: SWOT Analysis	22 and 24 March	SWOT Analysis	Lecture slides and notes
Class test 1: 29 March				
Mid-semester break: Fri 2021-04-02 – Sun 2021-04-10				
8	LU6: Stakeholder analysis	12 and 14 April	Stakeholder Analysis	Lecture slides and notes
9	LU7: Industry Analysis (The nine forces)	19 and 21 April	Industry analysis	Lecture slides and notes
11	LU8: Benchmarking analysis	26 and 28 April	Benchmarking analysis	Lecture slides and notes
12	LU9: McKinsey 7s analysis	03 and 05 May	McKinsey 7s analysis	Lecture slides and notes
Class test 2: 10 May				
13	LU10: Functional capabilities	12 and 17 May	Functional capabilities analysis	Lecture slides and notes
14	19 May		Group assignment: 19 May 2022 with due date: 27 May	
ONLINE ASSESSMENT 3: 28 MAY – 01 JUNE – Study period				

WEEK	LEARNING UNIT	DATE	TOPIC	SELECTED READING IN PREPARATION FOR CLASS (CHAPTER/S)
Please check your exam timetable on which day is the EXAM				
NOTE – SICK TEST DATE – 19 MAY 2022 (Venue to be confirmed)				
Exams period: 2022-06-02 – Mon 2022-06-24				
Winter vacation : 2022-06-25 – 2022-07-17				

### BlackBoard access and use

Blackboard will be used as the secondary medium of communication for this module. All announcements and assessment marks will be posted on Blackboard. Please check it regularly to ensure that you do not miss any communication.

### Assessment guidelines

- Assessment guidelines will be provided for each assessment on Ulink
- Feedback will be provided within 10 working days. Marks will be released on Ulink

**Exam:** Assessment type for BAY02A1 2021 – Examination based

- The final mark will comprise of 50% semester marks + 50% exam mark

### Supplementary Exam:

There will only be **ONE** re-assessment per module for learners who produce a valid doctor's certificate after missing an assessment. You can arrange to write the supplementary examination at the Faculty Office.

**Assignments not handed in on due date will NOT be marked and 0% mark awarded.** This does not apply in the case whereby a student was sick (doctor's note must be produced); participation in provincial, national or international sports or cultural events (with confirmation from the sports bureau or cultural office; the death of a close family member or friend (a copy of the death certificate or funeral letter must be included as proof); other reasons deemed acceptable to the lecturer

### Collection of assessment scripts and request/application for remarking:

Test scripts will be emailed back to students after the marking process

### Grievances and appeals:

Learners must consult with their lecturer if they experience any problems. Should the matter not be resolved, learners must complete a grievance application form and submit it to the departmental secretary

## Section C: Facilitation of learning and assessment

### Action words lecturers often use

**The action verbs below are often used in required activities, assignments and/or tests/exams; here you can find out exactly what is expected of you.**

Apply	Put to practical use or make use of a relevant equation or law.
Calculate	Determine the value, using formulae or specific calculation methods.
Classify	Group concepts or subjects together based on certain characteristics or commonalities.
Compare	Point out the similarities and differences between objects or points of view. The word <i>contrast</i> can also be used.
Convert	Transform a quantity expressed in one unit to a quantity expressed in another unit.
Define	Give a short and clear description of a term or concept.
Demonstrate	Show clearly/prove/make clear by reasoning or evidence/illustrate and explain, especially with many examples.
Derive	Deduce or infer something from the given information.
Describe	Tell in detail how a process works or how a subject appears. You need not comment on the process or the subject or give your own point of view.
Differentiate	Find differences between objects or statements.
Discuss	Explain terms or concepts in your own words. Give comments or give your own point of view.
Distinguish	Write down the differences between subjects or concepts.
Draw	Create a drawing, diagram or representation of a subject or concept.
Explain	Write about the subject in your own words. Clarify or give reasons – use examples or illustrations. You must prove that you understand the content.
Formulate	Express in a concise, systematic way.
Identify	Establish the identity or recognize a process.
Illustrate	Explain by means of detailed descriptions and drawings.
Interpret	Explain or clarify the meaning of a concept/value.
List/Name	Briefly write down the facts or main points.
Motivate	Give reason(s) for your answer.
Name	Nominate or specify a site or process.
Organize	Arrange data according to certain criteria.
Predict	Use the facts available to derive an outcome.
Relate	Show the relation/connection of entities, how the concepts can be linked.
Solve	Find an answer by using critical thinking and/or calculations.
Summaries	Briefly state/list/write down only the most important detail/facts.

### Learning activities

- Questions/assessments/puzzles/case studies etc. will be given to students during their tutorials



## DEPARTMENT OF APPLIED INFORMATION SYSTEMS

### Application for Sick Test

**UNIVERSITY OF JOHANNESBURG**

NB THE FINAL DECISION AS TO WHETHER THE STUDENT IS/WAS ABLE TO WRITE A TEST/EXAMINATION RESTS WITH THE UNIVERSITY.

**APPLICATION FOR DEFERRED (AEGROTAT) TEST(S)/EXAMINATION(S)**

➤ APPLICATION(S) FOR DEFERRED (AEGROTAT) TEST(S) MUST BE SUBMITTED TO THE RELEVANT LECTURER,  
➤ AND APPLICATIONS FOR DEFERRED (AEGROTAT) EXAMINATION(S) TO THE HEAD: FACULTY ADMINISTRATION IN THE OFFICE OF THE DEAN.

**SECTION 1 TO BE COMPLETED BY THE STUDENT**

1.1 **INITIALS AND SURNAME:** \_\_\_\_\_

1.2 **TITLE (MARK WITH AN X):**

☐ MR ☐ MRS ☐ MS ☐ MISS ☐ OTHER ☐

1.3 **STUDENT NUMBER:** \_\_\_\_\_

1.4 **NAME OF QUALIFICATION:** \_\_\_\_\_

1.5 **TELEPHONE NUMBER:** \_\_\_\_\_

(AREA CODE)

1.6 **ADDRESS DURING STUDIES:** \_\_\_\_\_

POSTCODE: \_\_\_\_\_

1.7 **COURSE(S) AND DATE(S) OF TEST(S)/EXAMINATION(S):**

COURSE	DATE	COURSE	DATE	COURSE	DATE

DATE OF APPLICATION: \_\_\_\_\_

SIGNATURE OF STUDENT: \_\_\_\_\_

**SECTION 2 TO BE COMPLETED BY A MEDICAL PRACTITIONER**

2.1 **INITIALS AND SURNAME:** DR \_\_\_\_\_

2.2 **REGISTERED PRACTICE/PROFESSIONAL COUNCIL NUMBER:** \_\_\_\_\_

2.3 **TELEPHONE NUMBER:** \_\_\_\_\_

(AREA CODE)

2.4 **I HEREBY CONFIRM**

(a) that I examined the abovementioned patient on \_\_\_\_\_ (date) ; and

(b) that the following diagnosis was made: \_\_\_\_\_

➤ MARK APPROPRIATE BLOCK WITH AN X

(c) ☐ I am convinced that the patient **is/was not able** to write test(s)/exam(s) on \_\_\_\_\_ (date(s))

**OR**

☐ I cannot, with certainty, say that the patient **is/was not able** to write test(s)/exam(s) on \_\_\_\_\_ (date(s))

➤ YOU ARE KINDLY REQUESTED TO PLACE AN OFFICIAL STAMP OF YOUR MEDICAL PRACTICE ON THE FORM OR TO ATTACH A LETTERHEAD OF THE MEDICAL PRACTICE WITH YOUR SIGNATURE THEREON. YOUR COOPERATION IS GREATLY APPRECIATED.

SIGNATURE OF MEDICAL PRACTITIONER \_\_\_\_\_

DATE \_\_\_\_\_

**SECTION 3 TO BE COMPLETED BY THE DEAN OR HIS/HER APPOINTEE**

☐ APPROVED

☐ REJECTED

(MARK WITH AN X)

SIGNATURE OF DEAN \_\_\_\_\_

DATE \_\_\_\_\_

[SEKTE-EKS-VORM-6]

AFRIKAANS OP KEERSY



DEPARTMENT OF  
APPLIED INFORMATION SYSTEMS

Appointment with Subject Lecturer

DATE:.....TIME OF APPOINTMENT:.....  
(Secretary to complete)  
NAME OF STUDENT:.....  
STUDENT NUMBER:.....  
CONTACT NUMBER.....  
PROGRAMME:.....  
SUBJECT / MODULE.....  
LECTURER.....

**NATURE OF THE ISSUE TO BE DISCUSSED** (student must disclose full details and attach documentary proof where necessary)

.....  
.....  
.....  
.....  
.....

**SIGNATURE OF STUDENT:**.....**DATE:**.....

**RESOLUTION:** (How was the issue resolved? Lecturer must complete and return the form for filing)

.....  
.....  
.....  
.....

**SIGNATURE OF LECTURER:**.....**DATE:**.....