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| Title | **Business analysis** | | |
| Level | **4** | **Credits** | **34** |

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| Purpose | These competency standards will enable students to analyse different business situations. |

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| Classification ISCED | 0414 Marketing and advertising |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **A-1: Explain concept & terminologies** | * 1. Evolution of Electronic Commerce   2. Categorization of E-Commerce Sites   3. Demonstrate an E-commerce web application( e,g eBay, Pay Pal, Amazon, Digital   River etc)   * 1. Identify between different ecommerce web application | 1. **1**Explain development and gradual growth of E-Commerce e.g.   1995: eBay is founded by computer programmer.   * 1. Elaborate inception of E-tailing or "virtual storefronts" on websites with online catalogues, Electronic Data Interchange (EDI), the business-to-business exchange of data   2. Define online Transaction Processing using Electronic Funds Transfer (EFT)   3. Knowledge about categories including but not limited to (B-B, B- C, C-C, and G-C)   4. Information about the issues including Currency Conversion, Copy Rights, Product Delivery, Product EULA (End User License Agreement), Taxation, Linguistics) |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **A2:** Market Intelligence | * 1. Classify the market into different segments   2. Assess the need of segmented market   3. Identify the market demands for Products, Services, and Tasks (e.g. Applied Research)   4. Gather and analyse the data   5. Decision making in determining market opportunity | * 1. Knowledge about products sales information e.g. purchase records for iPhone, newly launched services e.g. distance learning.   2. Information about competitive Intelligence (Promotions and advertisement offered by competitors for relevant products, services offered.)   3. Information about decision (Cost-Benefit Analysis) Market and Product/Service segmentation. |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **A 3:** Requirement Analysis | * 1. Categorize different processes   2. Apply different processes to document the requirements   3. Apply jargons in technical writing   4. Create Software Requirement Specification (SRS) document | * 1. Knowledge about SRS document   2. Information of requirement traceability (Requirements Traceability Matrix)   3. Information of requirement elicitation process |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **A 4:** Requirement Designing | * 1. Development of UML design from SRS.   2. Procedure to use UML tools (Sparx Enterprise Architect, EDraw, Argu UML,etc) in order to develop design.   3. Relate software design pattern   4. Procedure to Create software design(s)   5. Develop links with requirements traceability matrix. | * 1. Information of software design like UML (Use Case, Class, Activity, Sequence, Component, State, Deployment Diagrams)   2. Knowledge of different architecture that is N-tier   3. Knowledge of Singlton, Factory, proxy, Adaptor, etc. |
| **A 5:** Design Test Case | * 1. Procedure to develop Test Case   2. Methods to Design test case for each Use Case of design   3. Process to Identify different scenarios **P-4** Techniques to Apply logical conditions **P-5** Integrate traceability options | * 1. Knowledge to develop Test Case Techniques from different use cases   2. Information of condition designing from operators (==, !=, ||, &&, <=, >=, <, >) |