

1. Course Identity

Course Name/Block	Business Operations Analysis		
Faculty	Business and Economics	Study Program	Management
Code		Credits	3
Group	Study Program Course	Enrollment	Compulsory
Semester(s) in which the course is taught	3	Availability	Within Study Program
Learning Method	Classroom Learning	Media	Blended
Category	Compulsory Course	Prerequisites	Operations Management

2. Block/Course Description

Business operations analysis allows organizations to make faster, better, and more accurate decisions to create business values in its broad sense - potentially making a difference, between surviving and becoming extinct in an increasingly competitive world. Evidence-based decision making supported by a data-driven culture is pivotal to organizational management.

Davenport and Harris (2007) define business operations analysis as 'the extensive use of data, quantitative statistical analysis, predictive explanatory models, and fact-based management to direct decisions and actions'. The key aspect of this definition is that business operations analysis ultimately provides actionable insights - instead of only a description (for example, customer segmentation) or a predictive model (for example, which customers are likely to stop buying). The analytical methods in this course are used in many different ways - for example, to predict consumer choices, to predict possible medical conditions, to analyze social networks and social media, to allow for better management of traffic networks. There are many ways to create values from data, particularly when the internal data of an organization are combined with external and open data.

This course covers business analytics contexts and management actions required by an organization to manage business analytics, to help create values from their data and make transformational progress towards becoming data-driven. This course consists of three core areas: (1) managing data and sources of value, (2) learning business analysis processes, (3) navigating the organizational context.

3a. LEARNING OUTCOME (CPL)

CPL Code	Learning Outcome
S9	Being able to independently apply the knowledge gained to support the activities in life in general and in the profession by upholding Islamic values to achieve <i>rahmatan lil'alamin</i> (mercy to all creations)
KU1	Having the ability to understand and implement theoretical concepts, methods and tools for management functions (planning, implementation, direction, monitoring, evaluation, and control) and organizational functions (marketing, human resources, operations, and finance) in various kinds of organizations
KU2	Being able to contribute to the formulation of an organization's strategic plans and transform the strategic plans into the organization's operational plans at the functional level

KU4	Being able to make the right managerial decisions in various types of organizations at the operational level, according to data and information analysis on organizational functions
P4	Mastering research methods, including case study, historical research, surveys, simulations, as well as qualitative and quantitative experiments, in the form of explorative, descriptive or verificative study and being able to implement at least one research method

3b. COURSE LEARNING OUTCOME (CPMK)

CPL Code Supported	CPMK Code	CPMK
S9	L1, L2	Students understand: <ul style="list-style-type: none"> • Overview and scope of business operations analysis • Roles of business operations analysis and information in organizational strategic planning.
KU1	L3, L4, L5	<ul style="list-style-type: none"> • Students know and understand scenarios in business unit strategy and business analysis • Students understand the development and dissemination of information in the functional structure of an organization
KU2	L6, L7	Students understand data analysis techniques for operations purposes Utilization of data that have been stored in data storage
KU4	L8, L9 L10, L11	Corporate data center management for business operations Feasibility analysis on data utilization for business operations analysis
P4	L12, L13, L14, L15	Basic data analysis techniques: experimental design, visual analytics, image analytics, neural network analytics, etc. Data utilization for market and competition analysis Analysis of customer satisfaction, analysis of social media and website Analysis of corporate resources and supply chain Future projection for data management needs

4. Learning Materials and Main References

Learning Materials	
References	References for Business Operations Analysis: <ol style="list-style-type: none"> 1. Laursen, Gert H. N., & Thorlund, Jesper (2017). <i>Business Analytics for Managers: Taking Business Intelligence beyond Reporting</i>, 2nd edition, John Wiley & Sons (Acronym: LT). 2. Marr, Bernard (2016). <i>Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs to Know</i>. Pearson. (Acronym: MB)

Date:	Date:	Date:
Validated by Dean	Examined by Head of Study Program	Prepared by:

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TRANSLATOR STATEMENT

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