

# Using Business Analysis to Select Appropriate e-Learning System

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# Agenda

- What is Business Analysis (BA)
- Linking BA with e-Learning
- BA methods and techniques
- Applying BA to e-Learning
- Conclusions

# About Temida

- Consulting
  - Web Technologies
  - Business Process
  - e-Business
  - Business Analysis
- Application development
  - Web services
  - SOA
  - Interoperability

The logo features the word "TEMIDA" in white, uppercase letters centered within a red, horizontally-oriented oval shape. This oval is superimposed on a larger, faint, light gray background of the word "TEMIDA".

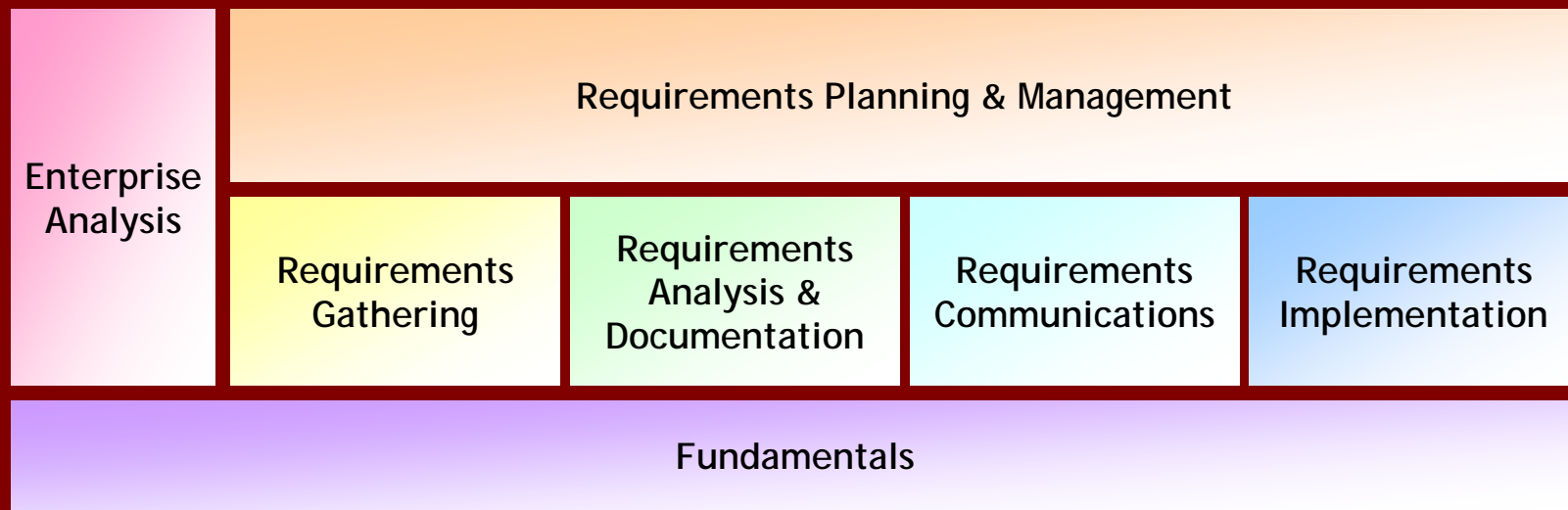
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# What is Business Analysis (BA)

- *Definition 1:* BA refers to the **methodology** employed by an organization to **enhance its business** and **make optimized decisions** by the **use of statistical techniques** i.e. collecting data, assembling and analyzing it to better their products, services, marketing etc. (ComputerWorld)
- *Definition 2:* **BA** refers to the **skills, technologies**, applications and **practices** for **continuous iterative exploration** and investigation of past business performance to gain insight **and drive business.** (Wikipedia)
- *Definition 3:* **BA** is **set of tasks and techniques** used to **work as a liaison among stakeholders** in order to **understand the structure, policies, and operations of an organization** and to **recommend solutions that enable the organization to achieve its goals.** (BABOK)

# Business Analysis

## Knowledge Areas

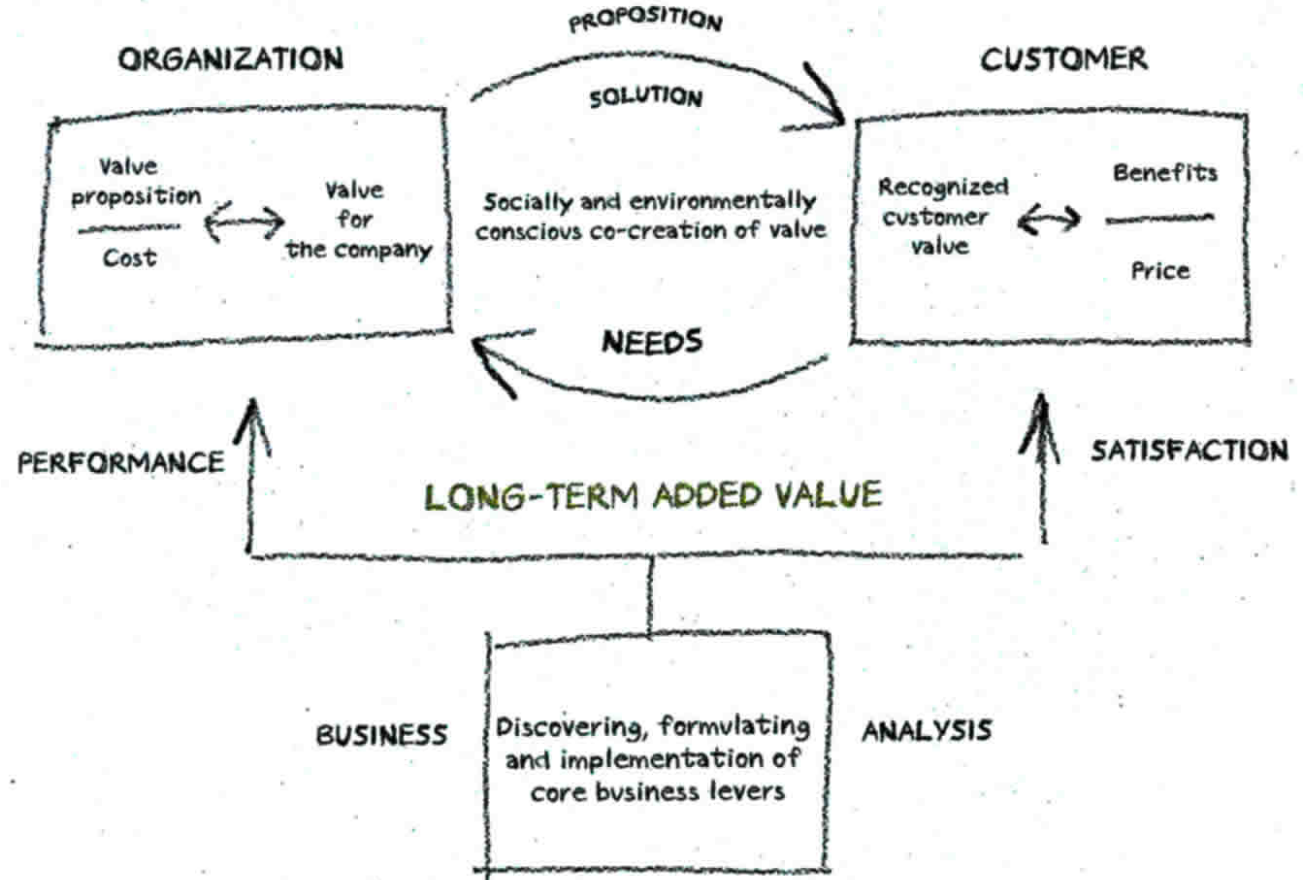


# Facts about e-Learning projects

- Similarly to any project, establishing e-Learning model consists of a sequence of steps in the project life cycle.
- Solutions often include a **systems development component**, but may also consist of **process improvement** or **organizational change**.
- Research studies (e-learning materials in Primary School are used on average by only 15% of teachers)\*
- Usually these facts are revealed after implementation of e-learning. Three main reasons have been identified:
  - Lack of project goals and implementation strategies
  - Lack of detailed requirement analysis
  - Gap between existing and necessary capabilities

\* [Valicon Research Group, Ljubljana, Slovenia, 2010.]

# BA and core leverage of business

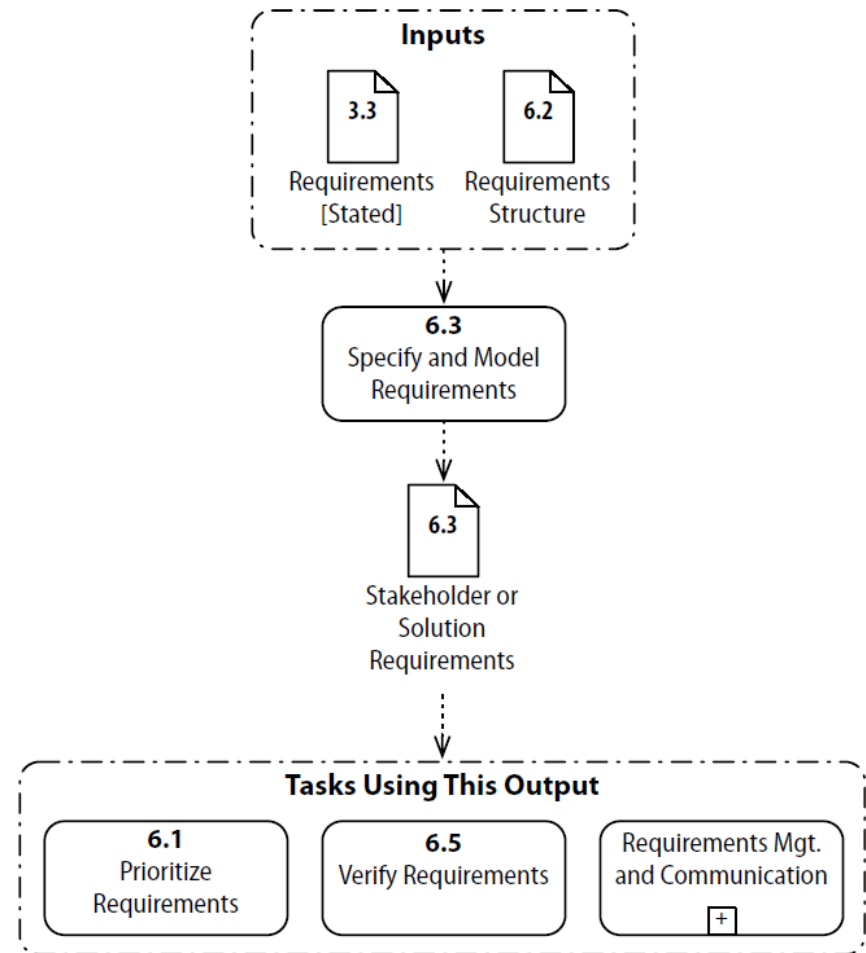


# Methodologies

- Requirement analysis
- Soft Ontology approach
- Solution Assessment and Validation
- ...

# Selection Method

## Requirements analysis



Specify requirements Input/Output diagram

# Selection Method

## Ontology approach

- *Fixed Ontology approach* – comparing frameworks on objective basis (e.g. [edutools.net](http://edutools.net))
- *Soft Ontology approach* - explicit specifications of conceptualizations of information domains (allows weight given to its individual elements; flexible and negotiable functionality)

# edutools.net

wcet edu♦tools

Archived Course Management Systems Reviews

EduTools changed its review policies on November 1st, 2006.

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## Make a Decision

<b>Step 1</b> Select Products	<b>Step 2</b> Custom Products	<b>Step 3</b> Choose Features	<b>Step 4</b> Custom Features	<b>Step 5</b> Apply Weights	<b>Step 6</b> Assign Scores	<b>Step 7</b> View Results
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TheEduTools Decision Engine is most useful if you are already familiar with the products and features you wish to compare. The goal of the summative decision tool is to give the user a rational decision making process to assist in selecting a course management system.

[Read more about the EduTools Decision Engine](#)

Select Products that you want to include in your decision:

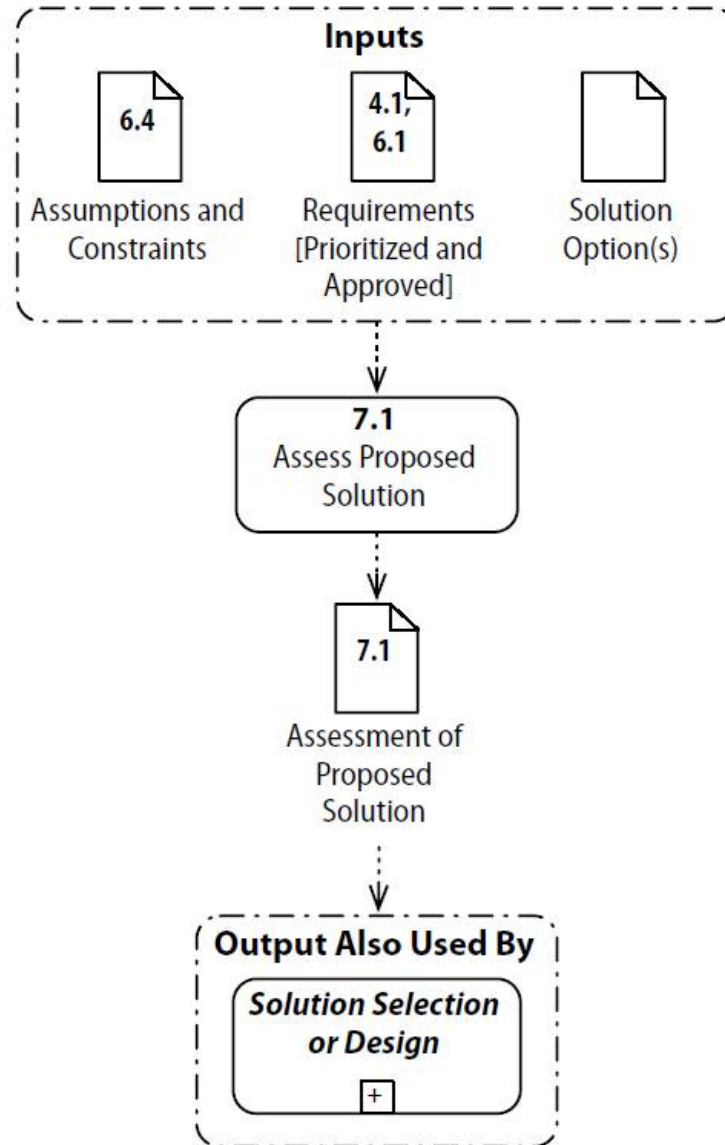
- |  |  |  |  |   |
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| <input type="checkbox"/> .LRN                          | <input type="checkbox"/> ANGEL 6.1                               | <input type="checkbox"/> ANGEL 6.2                       | <input type="checkbox"/> ANGEL 6.3               | <input type="checkbox"/> ATutor 1.4.2                           |
| <input type="checkbox"/> ATutor 1.4.3                  | <input type="checkbox"/> ATutor 1.5                              | <input type="checkbox"/> Avilar WebMentor 4.0            | <input type="checkbox"/> Bazaar 7                | <input type="checkbox"/> BlackBoard 5.5                         |
| <input type="checkbox"/> BlackBoard 6                  | <input type="checkbox"/> Blackboard 6.2 Enterprise               | <input type="checkbox"/> Blackboard Academic Suite       | <input type="checkbox"/> Bodington               | <input type="checkbox"/> BSCW 4.0.6                             |
| <input type="checkbox"/> CentraOne 6.0                 | <input type="checkbox"/> Claroline 1.2.0                         | <input type="checkbox"/> Claroline 1.4                   | <input type="checkbox"/> ClassWeb 2.0            | <input type="checkbox"/> Colloquia 1.3.2                        |
| <input type="checkbox"/> COSE 2.051                    | <input type="checkbox"/> Desire2Learn 7.2                        | <input type="checkbox"/> Desire2Learn 7.3                | <input type="checkbox"/> Desire2Learn 7.4        | <input type="checkbox"/> eCollege AU+                           |
| <input type="checkbox"/> Educator                      | <input type="checkbox"/> Eledge 3.1                              | <input type="checkbox"/> FirstClass 7.0                  | <input type="checkbox"/> Fle3                    | <input type="checkbox"/> ILIAS                                  |
| <input type="checkbox"/> Internet Course Assistant 2.0 | <input type="checkbox"/> IntraLearn SME 3.1.2                    | <input type="checkbox"/> Janison Toolbox 5.81            | <input type="checkbox"/> Janison Toolbox 6.2     | <input type="checkbox"/> Jenzabar Internet Campus Solution 1.03 |
| <input type="checkbox"/> Jones e-education V2004       | <input type="checkbox"/> KEWL 1.2                                | <input type="checkbox"/> KnowEdge eLearning Suite        | <input type="checkbox"/> Learnwise               | <input type="checkbox"/> LON-CAPA 1.2                           |
| <input type="checkbox"/> LON-CAPA 1.3                  | <input type="checkbox"/> LON-CAPA 2.1                            | <input type="checkbox"/> Manhattan Virtual Classroom 2.1 | <input type="checkbox"/> MimerDesk 1.5.3.1       | <input type="checkbox"/> MimerDesk 2.0.1                        |
| <input type="checkbox"/> Moodle 1.4                    | <input type="checkbox"/> Moodle 1.5.2                            | <input type="checkbox"/> Sakai 2.0                       | <input type="checkbox"/> Teknical Virtual Campus | <input type="checkbox"/> TeleTop                                |
| <input type="checkbox"/> The Learning Manager 3.2      | <input type="checkbox"/> The Learning Manager Enterprise Edition | <input type="checkbox"/> Unicon Academus                 | <input type="checkbox"/> Virtual-U 2.5           | <input type="checkbox"/> WebCT Campus Edition 3.8               |
| <input type="checkbox"/> WebCT Campus Edition 4.0      | <input type="checkbox"/> WebCT Campus Edition 4.1                | <input type="checkbox"/> WebCT Campus Edition 6.0        | <input type="checkbox"/> WebCT Vista 2.1         | <input type="checkbox"/> WebCT Vista 3.0                        |
| <input type="checkbox"/> WebCT Vista 4                 |  |  |  |   |

Check the products above you wish to run a comparison for.

Select Products

# Selection Method

## Solution Assessment and Validation



# BA methods and e-Learning

- The emphasis should be on **evolution not revolution**
- Motivation for the use of e-learning materials
  - not ignore *detailed requirement analysis* to obtain key information from stakeholders
  - *soft ontology approach* (each user can for his personal perspective – different perspective should be shared, negotiated and merged)
  - understanding advantages and disadvantages of each alternative

# Conclusions


- **Motivation is to raise the level of usability and performance of e-learning**
- **E-learning effectiveness requires decentralizing responsibility**
- **Objectives of the initiative should be aligned with the strategic goals**
- **Should collect and prioritize new ideas**
- **Strive to select a suitable e-learning system**



# Thank you

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