



INFO 6215 Business Analysis & Information Engineering

FALL 2024

Course Information

Course Title: Business Analysis & Information Engineering
Course Number: INFO 6215
Term and Year: Fall 2024
Credit Hour: Tuesday 10:35 am - 1:55 pm PST
CRN: 22202
Course Format: Traditional

Instructor Information

Full Name: Neil Magnuson
Email Address: n.magnuson@northeastern.edu
Office Hours: By appointment

Instructor Biography

Neil Magnuson is a consultant, product director, and founder with over 10 years of experience in business software. He has extensive work experience in state and local government, private sector enterprises and start-ups, and entrepreneurial ventures.

Teaching Assistant Information

Full Name: N/A
Email Address: N/A
Office Hours: N/A

Course Prerequisites

N/A

Course Description

This course will work to develop the skills, frameworks, and tactics necessary in the analysis, planning, communication and execution of business and change strategy in today's evolving world. We will take a "learn by doing" approach with an overall theme of business analysis, market strategy, communication and the future of work. We will use real life cases and methodologies to focus on translating complex business needs into practical, flexible and sustainable business solutions that create a positive and effective end user experience. Using a variety of strategies and tactics we will employ business analysis to solve complex real world problems with technology.

Course Learning Outcomes

This course aims to provide a competitive advantage for students interested in the synergy of business and technical engineering strategies and program management. Students who successfully complete

this course will gain skills in the following subjects, acquiring a solid business foundation as well as effective consultative approach:

- Principles of business analysis and strategy through identification of evolving stakeholder needs, with a focus on approaches for thoughtful and customized execution as well as how to maintain the best interests internally and externally while building professional credibility and relationships.
- An introduction to business communication with an emphasis on skills necessary to translate and explain technical concepts to non-technical stakeholders, including information exchange and how to optimize delivery of concepts to diverse audiences.
- Business capabilities for engineers, emphasizing the skills necessary to be a well rounded engineering professional as part of a larger organization- project and program management, agile team concepts, product management, digital marketing and entrepreneurial behaviors.
- Concepts in problem-solving, including how to foster the ability to anticipate issues and opportunities, adopt holistic and unbiased opinions in evaluations and assessments, formulate appropriate questions, and gain an ability to switch comfortably between focused and helicopter views.

Required Tools and Course Textbooks

Optional reading: Chaos Monkeys, Lean start-up

Course Schedule/Topics Covered

Week	Date	In Class Topic	Assignment Due
1	09/10	Introduction, agile project management	N/A
2	09/17	Case study 1 - State of Hawaii, Medicaid	pre-reading and presentation
3	09/24	Guest Lecture - Paris Davis, Pricing	presentation
4	10/01	Case study 2 - State of Hawaii, Food Stamps	pre-reading and presentation
5	10/08	Case study 3 - State of Hawaii, Child Welfare, WIC	pre-reading and presentation
6	10/15	Case study 4 - State of Oregon, Renewal	pre-reading and presentation
7	10/22	Case study 5 - San Francisco 311	pre-reading and presentation
8	10/29	Case study 6 - SharkNinja technology modernization	pre-reading and presentation
9	10/30	Product Management and Entrepreneurship	N/A
10	11/5	Case study 7 - Event Management	pre-reading and presentation
11	11/12	Case study 8 - Membership Subscriptions	pre-reading and presentation
12	11/19	Case study 9 - UGC & Content Discovery	pre-reading and presentation
13	11/26	Guest Lecture - Eman Zabis, Triple win model	presentation
14	12/3	Digital Marketing	N/A
15	12/10	Final exam	Final project

Assignment Grading

- In class presentations – 60%
- Final Exam – 20%
- Final project - 20%

Grading Scale

	87-89.9% B+	77-79.9% C+	
95-100% A	84-86.9% B	74-76.9% C	
90-94.9% A-	80-83.9%B-	70-73.9% C-	69.9% or below F

Attendance/Late Work Policy

Attendance Policy

Students registered in MGEN courses (INFO, CSYE, and DAMG) are allowed **a maximum of 2 absences per course, with 3 or more absences resulting in an automatic 'F' for that course.** Students are expected to inform their instructors of any absences in advance of the class; if a student is sick long-term or experiences a medical issue that prevents class attendance, it is strongly encouraged that they speak with their Academic Advisor (coe-mgen-gradadvising@northeastern.edu) to learn more about the Medical Leave of Absence. Should a student anticipate being unable to attend 3 or more classes, they should discuss their situation with their Academic Advisor to explore other types of leave in accordance with the University's academic and global entry expectations. International students should review the Office of Global Services webpage to understand their visa compliance requirements.

Teaching Assistants (TAs) or Instructional Assistants (IAs) will be present at each class to collect student attendance.

Late Work Policy

Students must submit assignments by the deadline in the time zone noted in the syllabus. Students must communicate with the faculty prior to the deadline if they anticipate work will be submitted late. Work submitted late without prior communication with faculty will not be graded.

End-of-Course Evaluation Surveys

Your feedback regarding your educational experience in this class is particularly important to the College of Engineering. Your comments will make a difference in the future planning and presentation of our curriculum.

At the end of this course, please take the time to complete the evaluation survey at <https://neu.evaluationkit.com>. Your survey responses are **completely anonymous and confidential**. For courses 6 weeks in length or shorter, surveys will be open one week prior to the end of the courses; for courses greater than 6 weeks in length, surveys will be open for two weeks. An email will be sent to your Northeastern University Mail account notifying you when surveys are available.

Academic Integrity

A commitment to the principles of academic integrity is essential to the mission of Northeastern University. The promotion of independent and original scholarship ensures that students derive the most from their educational experience and their pursuit of knowledge. Academic dishonesty violates

the most fundamental values of an intellectual community and undermines the achievements of the entire University.

As members of the academic community, students must become familiar with their rights and responsibilities. In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, examinations of whatever kind, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Students are responsible for learning the conventions of documentation and acknowledgment of sources in their fields. Northeastern University expects students to complete all examinations, tests, papers, creative projects, and assignments of any kind according to the highest ethical standards, as set forth either explicitly or implicitly in this Code or by the direction of instructors.

Go to <http://www.northeastern.edu/osccr/academic-integrity-policy/> to access the full academic integrity policy.

MGEN Student Feedback

Students who would like to provide the MGEN unit with anonymous feedback on this particular course, Teaching Assistants, Instructional Assistants, professors, or to provide general feedback regarding their program, may do so using this survey: https://neu.co1.qualtrics.com/jfe/form/SV_cTIAbH7ZRaaw0Ki

University Health and Counseling Services

As a student enrolled in this course, you are fully responsible for assignments, work, and course materials as outlined in this syllabus and in the classroom. Over the course of the semester if you experience any health issues, please contact UHCS.

For more information, visit <https://www.northeastern.edu/uahcs>.

Student Accommodations

Northeastern University and the Disability Resource Center (DRC) are committed to providing disability services that enable students who qualify under Section 504 of the Rehabilitation Act and the Americans with Disabilities Act Amendments Act (ADAAA) to participate fully in the activities of the university. To receive accommodations through the DRC, students must provide appropriate documentation that demonstrates a current substantially limiting disability.

For more information, visit <https://drc.sites.northeastern.edu>.

Library Services

The Northeastern University Library is at the hub of campus intellectual life. Resources include over 900,000 print volumes, 206,500 e-books, and 70,225 electronic journals.

For more information and for education specific resources, visit <https://library.northeastern.edu>
Network Campus Library Services: [Northeastern University Library Global Campus Portals](#)

24/7 Canvas Technical Help

For immediate technical support for Canvas, call 617-373-4357 or email help@northeastern.edu

Canvas Student Resources: <https://canvas.northeastern.edu/student-resources/>

For assistance with my Northeastern e-mail, and basic technical support:
Visit ITS at <https://its.northeastern.edu>
Email: help@northeastern.edu
ITS Customer Service Desk: 617-373-4357

Diversity and Inclusion

Northeastern University is committed to equal opportunity, affirmative action, diversity, and social justice while building a climate of inclusion on and beyond campus. In the classroom, members of the University community work to cultivate an inclusive environment that denounces discrimination through innovation, collaboration, and an awareness of global perspectives on social justice.

Please visit <http://www.northeastern.edu/oidi/> for complete information on Diversity and Inclusion

Title IX

Title IX of the Education Amendments of 1972 protects individuals from sex or gender-based discrimination, including discrimination based on gender-identity, in educational programs and activities that receive federal financial assistance.

Northeastern's Title IX Policy prohibits Prohibited Offenses, which are defined as sexual harassment, sexual assault, relationship or domestic violence, and stalking. The Title IX Policy applies to the entire community, including male, female, transgender students, faculty, and staff.

In case of an emergency, please call 911.

Please visit <https://www.northeastern.edu/ouec> for a complete list of reporting options and resources both on- and off-campus.