

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME : Quantitative Methods & Computer Applications in Marketing

COURSE NUMBER Mktg. 4301 3301 DATE Sept. - Dec. 1994

Prepared by L. W. Rapchuk Taught to Second Year

School _____ School Business

Program _____ Program Marketing

Date Prepared September, 1994 Option Mktg. / Int'l Bus.

Term 3 Hrs. / Week 4 Credits 5

No. of Weeks 14 Total Hours 56

Instructor L. W. Rapchuk Office SE6 - 310 Local 6769

Office Hours As Posted

PREREQUISITES : OPMT 110 (Bus. Math) OPMT 130 (Bus. Stats)
COMP 120 (Computers in Bus.)

COURSE OBJECTIVES :

Upon successful completion of this course, the student will be able to :

1. Apply Mathematical and Statistical Methods from the fields of Management Science and Computer-based Information Systems solve problems arising in a business / marketing environment.
2. Identify and define business management problems within the context of the current business environment.
 - specify desired management results of the problem as they pertain to the phases of Planning; Resource Allocation; Operational Improvements; and Project Management.
 - create a comprehensive and realistic list of alternatives to be evaluated as a result of the problem definition.
define all of the major management constraints applicable to the feasible alternatives for achieving desired results.

ADMINISTRATIVE REQUIREMENTS

1. An attendance register will be maintained in labs, and attendance requirements will be enforced as per BCIT official policy as noted in the BCIT calendar. Excessive absence will be deemed to be missing more than two labs for reasons within the students control. (A valid medical certificate stating what the students was treated for and the time the student will be absent from classes is required if students are away due too illness) Upon notification of excessive absence and failure of the student to provide adequate explanation for absence, the student will be disqualified from writing the final examination in the course.
Consistent lateness for classes will be noted and if excessive, the student will be marked as absent and evaluation grading adjusted accordingly.
2. All marks for the course will be assigned on an individual basis. Project and group assignment grades will also be assigned on an individual basis.
3. Late assignments will be assessed a 5% penalty if handed in up to one day late. Assignments more than one day late will be accepted at the discretion of the instructor and if accepted penalized 10% for each additional late day.
4. Photo-copied assignments, in part or in whole, will not be accepted and the student graded accordingly. Students are not permitted to re-submit assignments for higher grades. An assignment copied and printed from another students disk is considered plagiarism and both parties are and will be held responsible.
5. Students must pass the exam component of the course in order to take advantage of group marks and receive a passing grade in the course. That is, an aggregate passing average of 50% must be obtained on the mid-terms plus the final exam.
6. Exams and quizzes are to be all inclusive, in that students will be responsible for all readings, lecture material, and lab work as indicated on the course outline.

<u>EVALUATION :</u>	Final Exam	35%
	Mid Terms (2)	40%
	Assignments/Labs	15%
	Personal Evaluation	10%
		100%

COURSE MATERIAL OUTLINE

Lec/Lab Week	Subject Matter of Course	Text Ref.	Lab. Assignment Coverage
Sept. 5	Labor Day Holiday / Introduction	Ch. 1,2	Even No. Problems
Sept. 12	Intro. / Mgmt. Science Process Math Review	Ch. 1,2	Even No. Problems
Sept. 19	Decision Theory (Cert./ Uncert.) Decision Theory (Decision Trees)	Ch. 3	Even No. Problems
Sept. 26	Linear Programming	Ch. 6	Even No. Problems
Oct. 3	Distribution Models	Ch. 10	Even No. Problems
Oct. 10	Thanksgiving Holiday/ Mid-Term #1		Even No. Problems
Oct. 17	Networks	Ch. 11	Even No. Problems
Oct. 21	Networks / Inventory Models	Ch. 11/14	Even No. Problems
Oct. 31	Inventory Models / Forecasting	Ch. 14/5	Even No. Problems
Nov. 7	Forecasting	Ch. 5	Even No. Problems
Nov. 14	Mid-Term #2 / Simulation	Ch. 16	Even No. Problems
Nov. 21	Simulation / Other Models	Ch. 16	Even No. Problems
Nov. 21	Budgeting / Spread Sheet Appl.	TBA	As Assigned
Nov. 28	Spread Sheet / Computer Appl.	TBA	As Assigned
Dec. 5	Computer Appl. / Review	TBA	As Assigned
Dec. 12	FINAL EXAMINATION WEEK		

Lectures : MONDAY 12:30 - 1:30 P.M. SE6 - 233

THURSDAY 10:30 - 11:30 A.M. SE6 - 233

LABS: 2 Hrs. Check Individual Set Allocated Time

NOTE : THE ABOVE OUTLINE WILL BE ADJUSTED ACCORDINGLY TO REFLECT COURSE MATERIAL COVERED AND CHANGES NECESSITATED BY LAB CONFIGURATIONS.