



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Marketing Management

Course Outline for:
BUSA2650
Microcomputer Applications

Hours/Week:	3	Total Hours:	30	Term/Level:	2B
Lecture:	1	Total Weeks:	10	Credits:	2.0
Lab:	2				
Other:	0				

Prerequisites

BUSA1600 or COMP1104 or OPMT1600

Course Record


Developed by: Suzanna Huebsch / Robert Duncan
Instructor

Date: March 10, 1998

Revised by: Chris Clark
Associate Dean

Date: February 14, 2000

Approved by: 
Teaching Program Head

Date: 

Course Description & Goals

The course is broken down into two modules. The first module is an introduction to the basic features of SPSS, the industry-standard survey tabulation and analysis package. The goal of this part of the course is to equip students with the skills to set-up survey questions in SPSS, input data, and generate summary tables and charts. The main project for this course will be the design and implementation of a simple questionnaire, inputting response data, and generating tables and charts. The second module is an introduction to the basic features of ACCESS, a database package. Topics include creating, organizing, and updating a relational database as well as generating reports.

Evaluation

SPSS

50% Term project

ACCESS

50% Term project

Course Learning Outcomes

At the end of this course, the student will be able to:

- Design a simple survey questionnaire
- Set-up survey questions in SPSS
- Input survey data to SPSS
- Generate summary tables and charts in SPSS
- Create and modify a simple table of information
- Design forms, queries & reports for use with the database information



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Detailed Course Specification for:
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Effective Date

This course outline takes effect March 2000

Instructors

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OFFICE HOURS WILL BE ANNOUNCED AT LECTURE
and
ARE POSTED ON INSTRUCTORS' OFFICE DOOR

Text(s) and Equipment

Recommended: Surveys with Confidence, by SPSS

Recommended: Illustrated Series, MICROSOFT ACCESS 97, Reding and Friedrichsen

Required: Five 3½ inch high density HD floppy disks

Course Notes (Policies and Procedures)

- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- **Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the lab, quiz or exam for all parties involved and/or expulsion from the course.
- **Makeup Exams or Quizzes:** There will be **no makeup exams or quizzes**. If you miss an exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.
- **Illness:** A doctor's note is required for any illness causing you to miss labs, quizzes, or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- **Labs:** Lab attendance is mandatory. Lab exercises must be done on an individual basis unless otherwise specified by the instructor. All lab work and assignments are due by the specified due date. Lab work handed in late will NOT be accepted.

Lab Exercise Details

Most exercises can be accomplished during lab time. The exercises must be done on an individual basis, unless otherwise stated. The projects will involve some work outside the classroom.



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Schedule for:
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- This schedule is subject to change at the discretion of the instructor(s).

DATE	LECTURE TOPICS	LAB Topics / Pre-READING
Week 1 (Mar. 20)	Introduction, course outline, overview of survey research, role of SPSS	Lab familiarization, introduction to SPSS. Read Chapters 1-2
Week 2 (Mar. 27)	Types of survey questions, defining variables, multiple response sets, data entry	Develop questionnaire, define SPSS variables
Week 3 (Apr. 3)	Data tabulation, frequencies, cross-tabulations, review of summary statistics	Input data into SPSS, run frequency tables
Week 4 (Apr. 10)	Reporting research results, SPSS charting, exporting SPSS tables and charts to Word	Run cross-tabulations, create charts, export tables and charts to Word
Week 5 (Apr. 17)	Introduction to relational databases	Introduction to ACCESS
Week 6 (Apr. 24)	Creating and managing a database	Develop data form, define ACCESS fields
Week 7 (May 01)	Using a subset of the database	Input data into ACCESS, queries
Week 8 (May 08)	Reporting results	Reporting
Week 9 (May 15)		

Holidays*:**

Friday, Apr 07	Open House
Friday, Apr 21	Easter
Monday, Apr 24	Easter Monday
Monday, May 22	Victoria Day
May 23-26	Final Exam Week

*** Students are expected to make up any labs missed due to holidays. They can do so either on their own time or by attending another lab.