



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

Course Outline for:  
**BUSA2670**  
*Microcomputer  
Applications*

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

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**Prerequisites**

BUSA1600 or COMP1104 or OPMT1600

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**Course Record**

Developed by:	<u>Suzanna Huebsch / Robert Duncan</u>	Date:	<u>March 10, 1998</u>
	Instructor		
Revised by:	<u>Charlotte Culver</u>	Date:	<u>March 1, 2001</u>
	Instructor		
Approved by:	<u>Chris Clarke</u>	Date:	<u>March 7, 2001</u>
	Associate Dean		

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**Course Description & Goals**

The course is broken down into two modules. The first module is an introduction to the basic features of ACCESS, a database package. Topics include creating, organizing, and updating a relational database. As well, report generating and queries will be covered. The second 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.

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## Evaluation

### ***Participation***

20% Lab assignments

All Lab assignments MUST be handed before projects will be accepted. Five of six assignments must be handed in on time.

### ***ACCESS***

40% Term project

### ***SPSS***

40% Term project

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## 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:*  
**BUSA2670**

**Microcomputer Applications**

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**Effective Date**

This course outline takes effect March 2001

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**Instructors**

Charlotte Culver	<b>Office No:</b>	SE6-307	<b>Phone:</b>	451-7510
	<b>E-mail:</b>	cculver@bcit.bc.ca	<b>Fax:</b>	439-6700

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George Broderick	<b>Office No:</b>	SE6-315	<b>Phone:</b>	432-8921
	<b>E-mail:</b>	gbroderick@bcit.bc.ca	<b>Fax:</b>	439-6700

**OFFICE HOURS WILL BE ANNOUNCED AT LECTURE**

**and**

**ARE POSTED ON INSTRUCTORS' OFFICE DOOR**

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**Text(s) and Equipment**

**Recommended:** Surveys with Confidence, by SPSS

**Required:** Exploring Microsoft Office 2000, by Grauer and Barber

**Required:** Five 3½ inch high density HD floppy disks

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## 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 assignments **MUST** be handed by due dates to have projects accepted.



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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. 19)	Introduction to relational databases	Introduction to ACCESS, chapter 1
Week 2 (Mar. )	Creating and designing a table, forms	Tables and forms, chapter 2
Week 3 (Apr. 3)	Reports and queries	Reports and Queries, chapter 3
Week 4 (Apr. 10)	Project overview	Project
Week 5 (Apr. 17)	Overview of survey research, role of SPSS, types of survey questions	Project
Week 6 (Apr. 24)	Defining variables, multiple response sets, data entry	Develop questionnaire, define SPSS variables, input data into SPSS
Week 7 (May 01)	Data tabulation, frequencies, cross-tabulations, review of summary statistics, SPSS charting	Run frequency tables, cross-tabulations, create charts
Week 8 (May 08)	Reporting research results, exporting SPSS tables and charts to Word, Project overview	Project
Week 9 (May 15)	Project overview	Project
Week 10 (May 22)	No lecture	No labs

**Holidays\*\*\*:**

Friday, Apr 13	Good Friday
Monday, Apr 16	Easter Monday
Wednesday, April 25	Professional Day
Monday, May 21	Victoria Day
May 22-25	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.