



A POLYTECHNIC INSTITUTION

**Course Outline  
BUSA 2670**

School of Business  
Program: Marketing Management  
Option:

**BUSA 2670**  
Computer Applications 2 for Marketing

<b>Start Date:</b>	March 22, 2004	<b>End Date:</b>	May 28, 2004
<b>Total Hours:</b>	30	<b>Total Weeks:</b>	10
<b>Hours/Week:</b>	3	<b>Lecture:</b>	1
		<b>Lab:</b>	2
<b>Prerequisites</b>	<b>is a Prerequisite for:</b>		
<b>Course No.</b>	<b>Course Name</b>	<b>Course No.</b>	<b>Course Name</b>
BUSA 1600	Computer Applications 1	none	

**v Course Description (BCIT web-site)**

Builds on the 1600 course by expanding on the managerial approach developed in that course. This course will concentrate on more complex spreadsheet management tasks using a popular spreadsheet package.

**v Evaluation**

Comments: An Access chapter post-test is to be completed prior to each quiz. The Access chapter post-test mark is not calculated in the final grade but is used as a preparation for each quiz. Students must achieve at least 70% on each Access chapter post-test before credit is given for the corresponding quiz. All assignments (Access and SPSS) MUST be completed correctly for a project mark to be given.

<b>Final Examination</b>	None	%	
<b>Midterm Tests</b>	None	%	
<b>Quizzes ( 3 - Access)</b>	12	%	<b>Individual Work</b>
<b>Assignments (2 - SPSS)</b>	8	%	<b>Individual Work</b>
<b>Projects (2)</b>	80	%	<b>Group Work</b>
<b>Total</b>	<b>100</b>		

**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

• Create and modify a simple table of information using Access
• Design forms, queries & reports for use with the database information using Access
• Design and administer a simple survey questionnaire
• Input survey data to generate summary tables and charts in SPSS
• Export SPSS output into a Word document and discuss the findings

**v Verification**

I verify that the content of this course outline is current.  
Charlotte Culver

_____	March 3, 2004
Authoring Instructor	Date

I verify that this course outline has been reviewed.

_____	_____
Program Head/Chief Instructor	Date

I verify that this course outline complies with BCIT policy.

_____	_____
Chris Jaques, Associate Dean Business Administration Programs	Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

**v Instructor(s)**

<b>Instructor:</b> Peter Morgan	
<b>Office No.</b> SE6 – 310 (southeast side of SE-6)	
<b>E-mail:</b> <a href="mailto:pmorgan@bcit.ca">pmorgan@bcit.ca</a> / <b>Phone:</b> 604.456.8173	
<b>Office Hours:</b> see <a href="http://www.sob.bcit.ca/pmorgan">www.sob.bcit.ca/pmorgan</a>	

<b>Instructor:</b> Charlotte Culver	<b>Instructor:</b> David Meers
<b>Office No.</b> SE6 – 307 (northeast side of SE-6)	<b>Office No.</b> SE6 – 317( northeast side of SE-6)
<b>E-mail:</b> <a href="mailto:cculver@bcit.ca">cculver@bcit.ca</a> / <b>Phone:</b> 604.412.7510	<b>E-mail:</b> <a href="mailto:dmeers@bcit.ca">dmeers@bcit.ca</a> / <b>Phone:</b> 604.412.7496
<b>Office Hours:</b> as posted on office door	<b>Office Hours:</b> as posted on office door

**v Learning Resources****Required:**

“Using Microsoft Office XP” by Bott and Leonhard, ISBN: 0-7897-2513-4.  
One (1) box of high density 3.5 inch floppy diskettes

**Recommended:****v Information for Students**

*(Information below can be adapted and supplemented as necessary.)*

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**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 assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

**v Assignment Details****Access QUIZ (3 X 4%)**

Quizzes will be given for each of the three Access chapters using the online training software. Quizzes will be given once (only) during labs. The student must have received at least 70% on the corresponding chapter post-test prior to taking the quiz. As well, three Access assignments must be completed. Details of each assignment are found in ShareIn. These assignments must be correctly completed before the final Access project mark is given.

**SPSS ASSIGNMENTS (2 x 4%)**

Two SPSS assignments must be completed. Details of each assignment are found in ShareIn. These assignments must be correctly completed before the final SPSS project mark is given.

**Projects (2 X 40%)**

Two group projects will be completed. Details of the projects are found in ShareIn. The project may be completed in teams of no more than three people. (groups of one or two or three students) The groups are self-selected from within your set. Groups must indicate members when signing up. No changes are permitted to your group once signup has been completed. Marks for the project are awarded equally to all members of the group. Each student MUST sign up for the project with their lab instructor.

**Schedule**

<b>Week of</b>	<b>Lecture Material to be Covered</b>	<b>Lab Work</b>	<b>Assignments (file to ShareIn , no printouts) due before lab</b>
1.) March 22 - 26	Introduction to relational databases	ACCESS, chapter 1 Pre-test, Post-test and training modules	
2.) March 29 – April 2	Creating and designing a table, forms	ACCESS, chapter 1 QUIZ chapter 2 Pre-test, Post-test and training modules <b>Signup for project option</b>	ACCESS chapter1 assignment
3.) April 5 - 9	Reports and queries	ACCESS, chapter 2 QUIZ chapter 3 Pre-test, Post-test and training modules	ACCESS chapter2 assignment
4.) April 12 - 16	Project overview	ACCESS chapter 3 QUIZ Project	ACCESS chapter3 assignment
5.) April 19 - 23	Overview of survey research, defining variables, multiple response sets, data entry	Project	ACCESS Project due by midnight, April 23
6.) April 26 - 30	Frequencies, cross-tabulations, SPSS charting	SPSS assignment 1	
7.) May 3 - 7	Exporting SPSS tables and charts to Word, types of survey questions	SPSS assignment 2 <b>Signup for project option</b>	SPSS assignment 1
8.) May 10 14	Project overview	Project	SPSS assignment 2
9.) May 17 - 21	No Lecture	Project	SPSS Project due by midnight, May 21
10.) May 25 - 28	Final Exams No Classes		

**Please note:**

<b>Friday April 2</b>	<b>Open House – BCIT Closed</b>
<b>Friday April 9</b>	<b>Good Friday – BCIT Closed</b>
<b>Monday April 12</b>	<b>Easter Monday – BCIT Closed</b>
<b>Monday May 24</b>	<b>Victoria Day – BCIT Closed</b>