BCIT®

A POLYTECHNIC INSTITUTION

School of Business
Program: Marketing Management
Option: All

Start Date:	March 21, 2005					End Date:		May 20, 2005		
Total Hours:	30	**Total Weeks:**	10			**Term/Level:**	2B	**Course Credits:**	2	
Hours/Week:	3	**Lecture:**	1	**Lab:**	2	**Shop:**		**Seminar:**		**Other:**

Prerequisites		**is a Prerequisite for:**	
Course No.	**Course Name**	**Course No.**	**Course Name**
BUSA 1600	Computer Applications 1	none	

v Course Description (revised from BCIT web-site)

Builds on the 1600 course by expanding on the managerial approach developed in that course. This course will introduce the student to the database program, Microsoft Access and the survey software Statistical Program for the Social Sciences (SPSS) which is widely used in marketing research.

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.**			
Final Examination	None	%	
Midterm Tests	None	%	
Quizzes (3 - Access)	12	%	**Individual Work**
Assignments (2 - SPSS)	8	%	**Individual Work—**
Projects (2)	80	%	**Group Work**
Total	**100**		
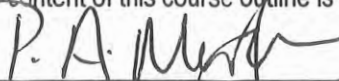
v Course Learning Outcomes/Competencies

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.

_____   February 27, 2005
Authoring Instructor   _____
                                                                                             Date

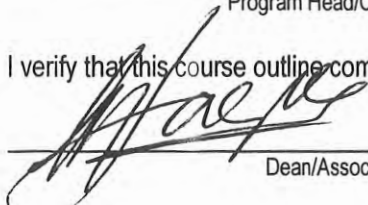I verify that this course outline has been reviewed.

_____   _____
Program Head/Chief Instructor   Date

I verify that this course outline complies with BCIT policy.

_____   March 04/ 2005
Dean/Associate Dean   _____
                                                                                             Date

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

v Instructor(s)

Sets B, E, G & L	Sets A, D, H & M
Instructor: Peter Morgan	**Instructor:** David Meers
Office No. SE6 – 310	**Office No.** SE6 – 317
E-mail: pmorgan@bcit.ca / **Phone:** 604.456.8173	**E-mail:** dmeers@bcit.ca / **Phone:** 604.412.7496
Office Hours: see www.sob.bcit.ca/pmorgan/busa2670	**Office Hours:** see course website above

Sets F & J	Sets C & K
Instructor: Masoud Jalili	**Instructor:** Kim Milnes
Office No. SE6 – 326	**Office No.** see course website
E-mail: mjalili@bcit.ca / **Phone:** 604.451.6781	**E-mail:** kmilnes@bcit.ca **Phone:** 604. see course website
Office Hours: see course website above	**Office Hours:** see course website above

v Learning Resources

Required:

MicroSoft Office 2003 - Introductory. Beskeen, Cram, Duffy, Friedrichsen and Reding. (this is the book that came with your SAM CD)

www.sob.bcit.ca/pmorgan/busa2670 -- User name: 2670, password: bubba

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.

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 Share Out. 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 Share Out. 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 Share Out. 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.

BUSA 2670 Schedule – Spring 2005

Week #	Week of	Lecture Material to be Covered	Lab Work	Assignments (file to Share In, no printouts) due before lab
1	21 – 25 Mar	Introduction to relational databases	ACCESS, chapter 1 Pre-test, Post-test and training modules	Good Friday – Mar 25 - no classes
2	28 Mar- 1 Apr	Creating and designing a table, forms	ACCESS, chapter 1 QUIZ chapter 2 Pre-test, Post-test and training modules **Signup for project option**	ACCESS chapter1 assignment Easter Monday – Mar 27 - no classes
3	4 – 8 Apr	Reports and queries	ACCESS, chapter 2 QUIZ chapter 3 Pre-test, Post-test and training modules	ACCESS chapter2 assignment
4	11-15 Apr	Project overview	ACCESS chapter 3 QUIZ Project	ACCESS chapter3 assignment
5	18-22 Apr	Overview of survey research, defining variables, multiple response sets, data entry	Project	ACCESS Project due by midnight, April 22
6	25 – 29 Apr	Frequencies, cross-tabulations, SPSS charting	SPSS assignment 1	
7	2 – 6 May	Exporting SPSS tables and charts to Word, types of survey questions	SPSS assignment 2 **Signup for project option**	SPSS assignment 1
8	9- 15 May	Project overview	Project	SPSS assignment 2
9	16-20 May	**No Lecture**	Project	SPSS Project due by midnight, May 20
10	24-27 May	**Final Exams - No Classes**		Victoria Day – May 23 – no classes

Please note:

Friday April 2	**Open House – TBA**
Friday March 25	**Good Friday – BCIT Closed – no classes**
Monday March 28	**Easter Monday – BCIT Closed – no classes**
Monday May 23	**Victoria Day – BCIT Closed – no classes**

BUSA 2670 -- ACCESS assignment 1

Due: prior to your week 2 lab

To complete this assignment use the file **Access assignment 1.mdb** found in ShareOut.

1. **Open the file above and <u>save it to the work folder or USB drive.</u> Do not open this file and start working on it from Shareout as you inevitably loose all of your changes.**
2. Create a one-to-many relationship between the Locations table (one) and the Employees table (many). This means one location can have many employees.
3. Create a one-to-many relationship between the Titles table (one) and the Employees table (many). This means one title can have many employees.
4. Use the Employees Form to enter a new record with data for yourself. Your employeeID will be 66666. Your location will be Miami. Your title will be Account Rep with performance of Good and you set the salary.
5. Add another new record using the Employees Form. The employee is Bob Grauer. Bob lives in Miami and is an Account Rep. Complete the data by entering $150,000, M and Excellent in the Salary, Gender, and Performance fields respectively.
6. The Miami office has moved to Orlando. Edit the Locations table data to reflect this change. The correct data is 1000 Kirkman Road, FL, 32801 and 707.555.5557.
7. Another office has been added. Add the new location to the Locations table. Use L05, Los Angeles, 1000 Rodeo Drive, CA, 60210 and 213.666.6666 for the LocationID, Location, Address, State, ZipCode and OfficePhone fields.
8. Change the assigned location for Francine Smith to the Los Angeles office.
9. Change James Johnson title code to T02 so that he becomes the branch manager of the new Los Angeles office.
10. Delete the record for Kenneth Charles.
11. Change the title "Manager" to "Supervisor".

SAVING YOUR FILE
12. Save this file using your last name as the file name.
        For example: MORGANaccess1.mdb
13. Copy your file into the folder marked Assignment 1 for your instructor on Share In.

ACCESS assignment 2   Due: prior to your week 3 lab

This assignment is to be done **INDIVIDUALLY**.

Your assignment is to create a database table and a form. You will enter ten records using your form. Your form is to look like the picture below.

1. Create a table with all fields as noted in the picture below. Be sure to assign the correct data types, input masks, and validation rules to each of your fields. Think about the design needed to make this database useable.
2. Be sure to complete the structure of the table before creating the form.
3. Create the form using the wizard. Try to make the form setup as shown below. Be sure the tab order follows a logical sequence for data entry.
4. The form below shows a picture. Your database must be able to store pictures of your friends. The field will be of OLE data type.
5. To insert a picture in a specific record, click in the OLE field, pull down the Insert menu, and click Object. Click the Create from File, and then locate the picture. Your assignment does not require you to insert a picture into each record but if you have one, feel free to do so. Your assignment does require you to have the field in your database available to receive a picture.
6. Use your form to enter ten records.
7. Save the file using your last name as the file name.
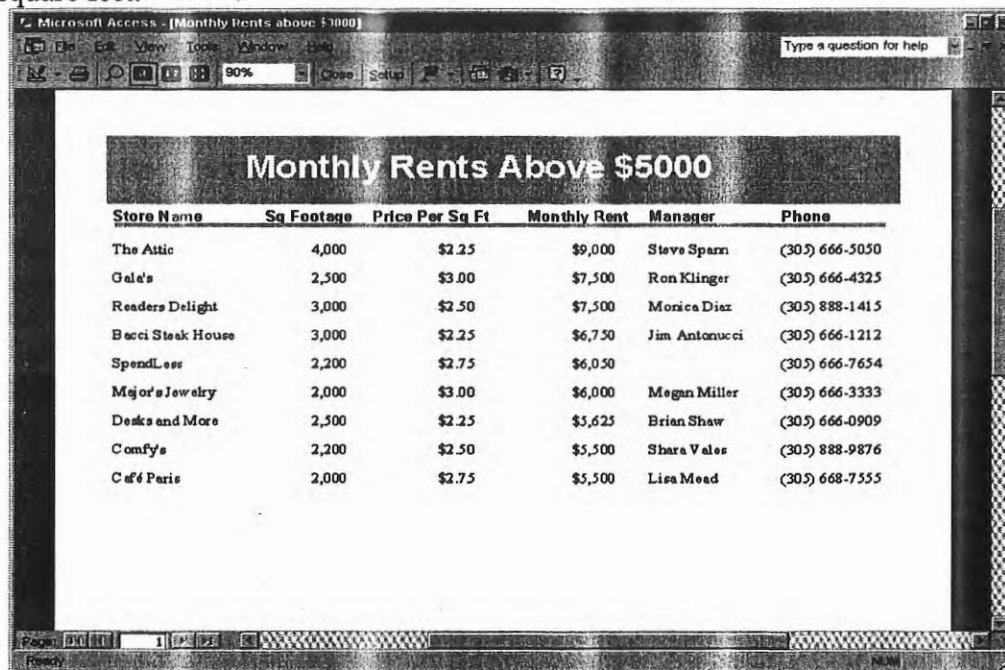8. Copy your file into ShareIn.

ACCESS assignment 3

Due: prior to your week 4 lab

This is an INDIVIDUAL assignment.

Your assignment is to create queries and reports using the database file called
Access Assignment 3.mdb. The table, form and data are in the database already. Your job is to
create the various queries and reports described below.

1. Create a select query that finds all the stores with a monthly rental greater than $5,000. Build
   a report using your query with the stores listed in descending order of the monthly rent. Your
   report should contain all of the fields that appear in the picture below as well as matching the
   design. The monthly rent is calculated by multiplying the store's square feet by their price
   per square feet.

Microsoft Access - [Monthly Rents above $5000]

Monthly Rents Above $5000

Store Name	Sq Footage	Price Per Sq Ft	Monthly Rent	Manager	Phone
The Attic	4,000	$2.25	$9,000	Steve Sparn	(305) 666-5050
Gale's	2,500	$3.00	$7,500	Ron Klinger	(305) 666-4325
Readers Delight	3,000	$2.50	$7,500	Monica Diaz	(305) 888-1415
Becci Steak House	3,000	$2.25	$6,750	Jim Antonucci	(305) 666-1212
SpendLess	2,200	$2.75	$6,050		(305) 666-7654
Major's Jewelry	2,000	$3.00	$6,000	Megan Miller	(305) 666-3333
Desks and More	2,500	$2.25	$5,625	Brian Shaw	(305) 666-0909
Comfy's	2,200	$2.50	$5,500	Shara Vales	(305) 888-9876
Café Paris	2,000	$2.75	$5,500	Lisa Mead	(305) 668-7555

2. Create a select query that shows all stores whose leases end in 2003. Then build a report
   with the stores listed in chronological order by the ending date, with the earliest date shown
   first. Include all the following fields in your report: StoreID, StoreName, StoreType,
   LeaseStartDate, and LeaseEndDate.
3. Create a select query showing all clothing stores. Then build a report with the stores in
   alphabetical order. Include the following four fields: store revenue, monthly rent, manager's
   name, and phone number (only). The monthly rent is calculated by multiplying the store's
   square feet by their price per square feet.
4. Create a select query asking for those stores for which no manager has been assigned. In the
   report, list the stores in alphabetical order by the name of the store. The report should
   include: StoreID, name of the store, whether or not it is a franchise, and the lease start and
   end dates.
5. Name the file using your last name as the file name.
6. Copy your file into ShareIn.