

Business Department

Fall, 2014

## **BUS 103B – Introductory Business Computing**

*3 Credits, 16 weeks, 4 hours/wk*

### **Course Description:**

The students will be introduced to the principles of computers and data processing. This is achieved through the analysis and use of hardware and microcomputer business software. Hands-on usage of application software is stressed throughout the course. Applications focused on are word processing, financial spreadsheets, presentation packages, and project schedulers. Actual applications covered will depend on software availability and interest level in the application areas.

*Prerequisites and/or co-requisites - None*

### **Instructor**

Tami Kane  
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780-791-8956  
tami.kane@keyano.ca

### **Office Hours**

Monday	2:00 PM	to	3:00 PM
Wednesday	1:00 PM	to	2:00 PM
Friday	10:00 AM	to	12:00 PM
	1:00 PM	to	2:00 PM

### **Required Resources**

Your Office – Microsoft Office 2010 Volume 2, Kinser, A. Pearson Education Canada.  
ISBN # 978-013-3051582

### **Course Learning Objectives:**

Upon completion of this course, the Student should be able to:

1. Identify and manage components of the desktop using Windows 7, create folders, explore files, become confident in systems software.
2. MS Word - Open, close, and save documents, edit and print from Word. Build business documents using Templates, Format Painter, WordArt, graphics, tables, and text boxes. Create mail merges, format research papers, and create mailing labels.
3. MS Excel – create spreadsheets, manipulate cells and ranges, view and print documents from Excel. Format cells, create formulas and functions using conditional formatting. Apply learning to identify when to use chart and graph types, layouts and styles, and practice creating and editing data to emphasize meaning.
4. MS PowerPoint – create new presentations, practice inserting graphs, charts, graphics and themes. Build effective presentations using Templates and inserting information from the Internet and other resources required.

**Evaluation**

Test # 1 .....	20%
Test # 2 .....	20%
In-Class Assignments .....	30%
Group Presentation .....	30%
TOTAL .....	100%

**In-Class Assignments**

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Each week, we will be working on application assignments that will allow you to practice each component of MS Office in order to become confident with all its functionalities. The assignments will help to increase your confidence level and at the same time, learn where and how to apply the appropriate software.

**Group Presentation**

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Your group is responsible for building a business plan for creating a new business and to successfully secure a loan of up to \$150,000 for start-up costs, salaries, rent, computers, etc. You will use MS Word, Excel, and Power Point this endeavour. You will be presenting your business plan to the class using Power Point and you will have 15 minutes to do this (Questions to follow). Possible 20%.

Here are the main components you are responsible to provide in your presentation:

1. Introduction of Business idea - Describe your product/service with a deep understanding of your business concept. Ask yourself, who your target market is and what do they need? Then describe the accomplishments and unique qualifications of your management team for delivering that target market need.
2. SWOT analysis - Who are your competition and what are their strengths and weaknesses? How are your competition similar to you, and how do you differ? What "barriers to entry" will you erect to control your market share - proprietary information, new technology, a management team uniquely qualified to do the job? Find out what industry your business competes in most directly. What are the best practices of that industry for you to build on? If your company competes in multiple industries, research and describe each one. Who are your customers? Who needs what your business has to offer? What are the concerns of your customers, and how does your business satisfy them.
3. Marketing Plan (how will you bring customers into your business?) - How will you deliver the news of your product or service to your customers, and how will you deliver your product or service to your customers?
4. Budget proposal – How much will start-up costs be? (lease hold, taxes, utilities, computers, furniture, etc.) How much do you intend to pay the owners? Will you be hiring any staff? Etc.
5. Outline how technology will affect your business (MSOffice for example). What technologies will you use to help your business succeed?

Approximately 10 pages will be handed in to me the day of your presentation – please include your references, websites, etc. (not copies of your presentation but the actual business plan – using MSWord mainly but including your Excel charts/graphs for your business). Possible 10%.

**Performance Requirements**

Class attendance is useful for two reasons. First, class attendance maximizes a students' learning experience. Second, attending class is a good way to keep informed of matters relating the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes cannot therefore, submit the assignment that is worked on in-class. You are still responsible for the material covered in those classes and for ensuring that they are prepared for the next class.

**Teaching and Learning Methodologies**

This is an interactive and team driven course. High levels of creativity and teamwork are recommended for maximum success.

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**BUS 103A Course Agenda**

WEEK	Topic & Activity	Due Date
1	Day 1 Intro to Course	
2	Day 1 Preparing for Group Project Day 2 Windows/Excel Worksheet	Sept. 11 - Determine Groups
3	Day 1 Group Project Work Period Day 2 Windows/Excel Worksheet	Sept. 18 - Group Project Part 1
4	Day 1 Windows/Excel Worksheet Day 2 Windows/Excel Worksheet	
5	Day 1 Group Project Work Period Day 2 Windows/Excel Worksheet	Oct. 2 - Group Project Part 2
6	Day 1 <b>Test 1</b> Day 2 Word 2010 Worksheet	Oct. 6 - Windows/Excel Worksheet Oct. 9 - Test 1
7	Day 1 Group Project Work Period Day 2 Word 2010 Worksheet	Oct. 16 - Group Project Part 3
8	Day 1 Word 2010 Worksheet Day 2 Word 2010 Worksheet	
9	Day 1 Group Project Work Period Day 2 Word 2010 Worksheet	Oct. 30 - Group Project Part 4
10	Day 1 PowerPoint 2010 Worksheet Day 2 PowerPoint 2010 Worksheet	Nov. 3 - Word Worksheet
11	Day 1 <b>NO CLASS</b> Day 2 Group Project Work Period	Nov. 13 - Group Project Part 5
12	Day 1 PowerPoint 2010 Worksheet Day 2 Integration Worksheet	Nov. 18 PowerPoint Worksheet
13	Day 1 Group Project Work Period Day 2 Integration Worksheet	
14	Day 1 Group Presentations Day 2 Group Presentations	Dec. 2 - Group Final Report Dec. 4 - Integration Worksheet
15	<b>Final Exams</b> <b>Test 2</b>	TBA - Test 2

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**Authorization**

This course outline has been reviewed and approved by the Program Chairperson.

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Tami Kane, Instructor

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Gina Langager, Chairperson

Date Authorized

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Guy Harmer, Dean

Date Authorized

**Signed copies to be delivered to:**

Instructor  
Registrar's Office