Course Overview

Business Software Applications (Account Management & Marketing)

- COMP1100

Billy Yu

billyyu@ipm.edu.mo
About the Course

• **firm knowledge and understanding of business office tools.**

  **Word, Excel & PowerPoint**
Course Overview 1/2

- Creating Research Papers and Newsletters, and Merged Mailing Labels (Word) (3 hours)
  - Research Paper
  - Newsletter with Mailing Labels
- Using Styles and Creating Multilevel Lists and Charts (Word) (3 hours)
  - Customer Handout
  - Planning Memo with a Chart
- Using Advanced Table Features (Word) (3 hours)
  - Product Summary
  - Expense Form
- Building Documents from Reusable Content and Revising Documents Using Markup Tools (Word) (3 hours)
  - Newsletter with Reusable Content and Custom Theme
  - Events Schedule with Tracked Changes
- Enhancing a Presentation with Animation, Video, Tables, and Charts (Powerpoint) (3 hours)
  - Informational Presentation
  - Summary and Analysis Presentation
- Creating Templates and Reviewing, Publishing, Comparing, Combining, and Protecting (Powerpoint) (3 hours)
  - Instructional Presentation
  - Commented Presentation
Course Overview 2/2

• Applying Advanced Graphic Techniques and Inserting Audio and Video (Powerpoint) (3 hours)
  - Overview Presentation
  - Business Photo Album
• Delivering a Presentation (Powerpoint) (3 hours)
  - Informational Presentation
  - Advertisement Presentation
• Analyzing Data with Pie Charts, Line Charts, and What-If Analysis Tools (Excel) (3 hours)
  - Enterprise Fund Pie Chart
  - Tourism Spending Projection with Line Chart
• Use Financial and Lookup Functions, Define Names, Validate Data, and Audit Worksheets (Excel) (3 hours)
  - Amortization Schedule and Merchandise Costs
  - Lookup Form and Revenue Report
• Managing Large Workbooks and Using Advanced Sorting and Filtering (Excel) (4.5 hours)
  - Large Worksheet for a Class Schedule
  - Sort, Filter, and Outline a Database
• Creating Charts, Diagrams, and Templates (Excel) (4.5 hours)
  - Attendance Charts and Diagrams
  - Order Form Template
Textbooks:

Assessment:

Project 20%
Mid-term Exam 30%
Final Exam 50%
Total 100%
Projects 20% of total

A Quantitative survey (data input) and analysis (data analysis)

2016's topic: Social media & youth's mental health

Tuesday, 16 August 2016 13:05
Social Media Culture Believed to Have a Negative Effect on Youth

According to a study released July 14, 2016 by the University of Birmingham (U.K.), parents have become increasingly concerned with the impact of social media on children and teenagers alike. With this latest generation of youth — many of whom are connected to the digital world 24 hours a day — it’s an issue more parents are paying attention to.

According to a poll commissioned by researchers, “More than half of UK parents think popular social media sites hamper their children’s moral development.” While a short few decades ago, it would have been a punishment to send a youth to his bedroom, children and teens are increasingly holing up alone in their rooms by choice. Alone and with naught but digital media platforms to teach them honor and morality.

Forty percent of parents indicated they are “concerned” or “extremely concerned” about the negative and potentially harmful impact of social media,” especially about the potential impact social media can have on youth.

Social media culture damaging youth's mental health

CULTURAL pressures on young people have created a mental health powder keg that could destroy a generation’s hope, according to author Matthew Todd.

By DANNY BUCKLAND

Social media has created an obsession with image and wealth while celebrities such as reality TV star Kim Kardashian West create a template few people can live up to.
For your understanding...

Introductions

• People need friends in social media, but recent individualism rules. Young people are obsessing about “Me” and “I”. But do they know who “I” really is? What problems will that causes?

Objectives:
1. Investigate how people behave with social media apps, like WeChat and FaceBook.
2. Find out what kind(s) of young people may have problems less likely.
Your Project Tasks

• Make your special questions
  - 3 only, probably problems
• Collect data (in paper or online)
• Input data
  - Excel skills: validating, standardizing/speeding up input, etc.
• Analyze data
  - Excel skills: charting, tabulating, sorting, filtering, etc.
• Prepare report and presentation

Report to me your findings by:
• **Report writing**
  - a report on your study **3000 to 4000** words (Appendix text not counted)
• **Presentation of the report**
  - Bonus on good questions raised (for the whole group)
• Submission of Group Registration
  - Before 12:00:00 in the first lesson (today)!
  - Hand-in by email and CC to all group members
    1. Voluntary Group Formation, 4 groups in one class
    2. All member names and their student numbers
      • Format: Email Title: COMP1100-Grouping-{your group name}-{project title}
      • e.g. COMP1100-Grouping-BillySolo-Hardwork is good for workers
• Proposal (Email submission only, and CC to all members)
  - Before 9:00am, 29 Aug 16 (Mon)
  - Hand-in by email and CC to all members
    1. Your proposal of the plan of your project (10 to 50 words)
    2. Your draft questions (Q1,Q2,Q3) and answer format as in the MS Excel
      • Format: Email Title: COMP1100-Proposal-{your group name}-{project title}
• Mid-term
  - 9:00am, 26 Sept 16 (Mon)
• Submission of collected data
  - Before 9:00am, 17 Oct 16 (Mon)
  - Hand-in by email and CC to all members
    1. Data input in MS excel data file
      • Format: Email Title: COMP1100-Data-{your group name}-{project title}
• Demos and corrections on class
  - 31 Oct 16 (Mon)
  - Submission of ALL filled questionnaires on class (to support your final report results)
• Submission of Report & PowerPoint presentation for both classes
  - Before 00:10 am, 21 Nov 16 (Mon = 10 mins after Sunday late night)
  - Email and CC to all members
    1. Your report in MSWord (according to the report template)
    2. Your presentation in MSPowerPoint
      • Format: Email Title: COMP1100-Report-{your group name}-{project title}
• Group Presentation on class
  - handed in the printed copy of your report right before your presentation on class
  - 21 Nov 16 (Mon)

These are deadlines, you can submit earlier!!

Please visit the course webpage for make-up classes
Penalties VS Bonuses

- 2% per additional submission
- 1% per wrong entry of data
- 1% per hour of late submission
- 1% per mistake in submission format or content
- 10% per head for any group member change after proposal submission
- 5% deduction for each 5-minute late demo or presentation
- 10-25% deduction for each failed demo or presentation, e.g.
  - not able to perform sensible analysis with excel skills
  - inappropriate data to support results

- Outstanding work 5-10%
- Notable data collection bonus max. 20%
- Stunning result/comparison with tables, charts or statistical analysis, roughly equivalent to 2-4% each

COMP1100 - Business Software Applications (ACC, MGN & MKT)
A very brief report by MSWord (no more than 12 pages) - 40% of the project total

- Executive Summery (10%) (150-200 words)
  - The purpose of your study
  - The major findings
  - The implications of your findings

- The data analysis (60%)
  - By tables & charts
  - Show clearly how tools (like Excel filters) can help your analysis.

- Conclusions (30%)
  - The implications from your analysis with tables and charts.
  - What business can benefit from your report?
  - NB make good use of the sense and course notes and all your intelligence to score!!
The Presentation - the other 60% of the project

• 20 min @ and 5 min Q & A

• Scoring criteria
  - Flow of presentation - 25% (individual scoring)
    • Fluency, coordination, difficulty of the presented topics, etc.
  - Correct use of tools, analysis, and technologies - 35%
    • Answers for questions like: How, what, where, when and why, etc.
  - Critical thinking - 20%
    • Lesson learned, anymore improvement, etc.
  - Critical Listening - 20%
    • Any good questions raised for other groups?
Tips to score high

• Do something Billy didn’t teach!
  - use some other course material like Statistics, Marketing or Consumer Behavior

• Present your extra-work clearly!!
  - In both the report and presentation

• Ask sensible questions!!

• Meet all the deadlines !!!

• Practice before demos/presents !!!
  - at least twice
Notice Board

http://analytics.ipm.edu.mo/billyyu/COMP1100/

• Updates, project materials and notices will be there.