Course Overview

Business Software Applications (e-Commerce) - COMP1100

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About the Course

- firm knowledge and understanding of selected business office tools in practical uses.
  
  Excel & Access
Course Overview

Basics

1. Operational
2. Clicks and form filling exercises

Simple but powerful

1. Introduction to programming in VBA
2. Work with database in Access
Textbooks:

  - Most difficult chapters:
    - Chapter 4: Building Formulas, Chapter 11: Analyzing Data, Chapter 12: Visualizing Data with Charts
  - Most difficult chapters:
    - Chapter 6 Maintain data integrity, Chapter 7 Create queries

VBA Book:

  - Most important chapters:
    - Chapter 4 Using If...Then...Else in Excel VBA, Chapter 5 For....Next Loop
    - Chapter 6 Do.....Loop, Chapter 7 Select Case...........End Select
    - Chapter 11 Excel VBA Objects Part 4-The Range Object, Chapter 12 Working with Excel VBA Controls
    - Chapter 13 VBA Procedures Part 1-Functions, Chapter 14 VBA Procedures Part 2-Sub Procedures

Other References:

- **Business oriented approach**
Assessment:

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<tbody>
<tr>
<td>Project</td>
<td>30%</td>
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<tr>
<td>Mid-term Exam</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>50%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Projects 30% of total

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

2017's topic: Marketing in Social media?

https://www.forbes.com/sites/deeppatel/2017/08/08/10-tips-for-marketing-to-gen-z-on-social-media/#44ceb6212718
Skills requirements

In this project, you should investigate the current business affairs in the internet.

Not easy is it, you shall analyse data in a scientific manner.

Your friend-base is definitely an advantage but your visions over the market are all the more important.
For your understanding...

Introductions

• Social media offer new business arenas. Young people spend most of their free time on them. Can marketers make use of that?

Objectives:

1. Explore the opportunities in these new arenas, compare it with traditional media.
2. Investigate how people behave with social media apps, like WeChat and FaceBook.
3. Find out what characteristics of the new media would possibly generate revenue$.
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)
Mark in your calendar!

• Submission of Group Registration
  - Before 17:00:00 in the first lesson (today)!
  - Hand-in by email and CC to all group members
    1. Voluntary Group Formation, 4 groups in your 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 2:00pm, 29 Aug 17 (Tue)
  - 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}

• Submission of collected data
  - Before 2:00pm, 10 Oct 17 (Tue)
  - 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}

• Mid-term (make-up class)
  - At M610, 2:30pm-4:30pm, 16 Oct 17 (Mon)

• Demos and corrections on class
  - 31 Oct 17 (Tue)
  - 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 17 (Tue = 10 mins after Monday 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 17 (Tue)

These are deadlines, you can submit earlier!!
Penalties VS Bonuses

Penalties:
- 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

Bonuses:
- 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
The report - 50% of the total project

- Executive Summery (150-200 words) (10%)
- Good reasons of your selection of tools (30%) e.g.
  - Why tabulate?
  - Why charts?
  - Why filter?
  - Why VBA? Why Access?
- Conclusions (20%)
  - What can you tell with your analysis and charts?
  - What business can benefit from your report?
  - NB make good use of the course notes and your confidence to score!!

Discussions (15%)
- What difficulties did you overcome?
- What questions should you have set at the beginning so that you can use more powerful tools?
- What more analyses you can have?
- What did you learn from it?

- Members' Contributions (20 %) (individual scoring)
  - Who did what? (group)
  - What did you do? And the difficulties you faced (individual)

- Appendix (5%)
  - Useful information u think important in your analysis
  - Your programming codes
The Presentation - the other 50% of the project

• 25 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

• Watch more news for better ideas
• 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 once
Notice Board

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

• Updates, project materials and notices will be there.