

## **COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	School of Business
<b>Programme:</b>	BSc Accounting and Finance BA Business Management BA Economics BA Fashion Management and Marketing BA Finance and Investment BA Marketing
<b>FHEQ Level:</b>	4
<b>Course Title:</b>	Computer Applications for Management
<b>Course Code:</b>	MGT 4205
<b>Course Leader:</b>	Adrian Wilkins
<b>Student Engagement Hours:</b>	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

This is an introductory course comprised of a broad overview of information systems and technology, as principally used in support of business processes and decision-making activities. An in-depth discussion of the relationship, between organizations and information systems is a fundamental element of the course. Topics include: computer hardware and software, operating systems, the use of excel in management practice, social issues related to information systems. The use of excel provides a common thread in the topics covered throughout the course.

### **Prerequisites:**

N/A

### **Aims and Objectives:**

This course aims to familiarize the student with a wide range of features available in Microsoft's Excel spreadsheet software. The objective is to provide the student with skills across a suite of problems and analyses in business and economics such that possibly

unrelated but similar problems may be readily solved in both academic and real-world settings. Wherever possible problems and analyses will be set so as to enhance and consolidate the mathematical and statistical skill of the student as well as providing additional exposure to topics being studied in other courses.

**Programme Outcomes:**

Accounting and Finance:

B2, C2, D2

Business Management:

A6, B4, C1, C2, D1-D5

Economics:

A2, A5, B3, D

Fashion Management and Marketing:

A6, B4, C1, C2, D1-D5

Finance and Investment:

A4, B3, B4, C1, C2, D1-D3, D5

Marketing:

A6, B4, C1, C2, D1-D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Knowledge and Understanding**

1. Develop a broad understanding of information systems and technology.
2. Develop an understanding of the relationship between computer hardware, software and operating systems.

**Cognitive Skills**

1. Understanding some of applications of Microsoft Excel for performing business analysis.
2. Understanding the role of basic statistical information in assisting decision making within business and economics.

**Practical and / or Professional Skills**

1. Numeracy and quantitative skills including the framing of data, its interpretation and extrapolation for furthering our understanding of business and economics related issues.
2. Learning to apply straightforward modelling techniques and regression analysis to understanding the relationship between economic and other variables.
3. Learning about the use of Excel in identifying seasonality of data.

**Key Skills**

1. Ability to develop analytical skills through use of IT and specifically MS Excel.

**Indicative Content:**

1. Linear regression and correlation (First Principles)
2. Linear Regression for Economics and Business Applications.
3. Introduction to Discounted Cash Flow calculations.
4. Curvilinear regression models of trend theory.
5. Curvilinear models applied to economic data.
6. Internal Rates of Return (I.R.R.).
7. Using Solver and Goal Seek.
8. Constrained optimization problems using Excel's Solver.
9. Optimization applications in Business and Economics.
10. Importing data in Comma Separated Variable format.
11. Times series analysis

**Assessment:**

This course is a Richmond University Atypical Assessment approved by Academic Board.

**Teaching Methodology:**

Typically each new subject is introduced with a combination of background theory followed by instruction and demonstration of problem solutions via written notes in conjunction with a projected spreadsheet. Students are then expected to replicate the example with one-to-one assistance as necessary. Students then practice via similar examples in a tutorial setting. Reading may be set in advance of future new topics. Students are encouraged to work together where appropriate and in naturally formed groups. Course notes are provided for each subject and are available on the PowerCampus resource.

**Bibliography:**

Nordquist K. Gross D., Akaiwa F. (2008) Succeeding in Business with Microsoft Office Excel 2007 A Problem Solving Approach. Course Technology, Massachusetts.

Barlow J.F. (2005) Excel Models for Business and Operations Management. John Wiley and Sons, England, 2nd edition.

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Major Change: Change from MTHS Assessments Norms to Atypical Assessment.		
Updated Programme Outcome List	11 <sup>th</sup> Nov 2016	
Change in pre-requisite	11 <sup>th</sup> Nov. 16	

Change in pre-requisite: Removal of MGT 3200	School 8.1.2018	