

Business Decision Computer Tools
Environmental and Business Economics Curriculum
Cook College, Rutgers University
(11:373:210, 4 credits)
Syllabus

General Course Information

Instructor:

Edwin Robinson

Cook Office Building

Room 109

55 Dudley Road

New Brunswick, NJ 08901

Department of Agricultural, Food, and Resource Economics

(848) 932-9128

EMAIL: erobinson@aesop.rutgers.edu

FAX: (732) 932-8887

Office Hours: Thursdays, 2:00 – 4:00 PM or By Appointment

Lectures: 5:35-8:35 PM - Tuesdays - Room 209, Waller Hall

Labs: 5:35-8:35 PM - Wednesdays - Room 209, Waller Hall

Course Description

Business Decision Computer Tools is an applied economics computer course using spreadsheets, statistical software, databases, graphics, and presentation tools to design, analyze, solve, and communicate business and economic problems. The course also looks at web based topics found in business and the applicability of technology to business and academics. The software applications we will utilize include: Microsoft Excel, Access, PowerPoint, Project, SAS, and Adobe Dreamweaver.

Learning Goals

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

1. Identify the components, operation, configuration, and types of computer systems. Demonstrate the ability to create documents using word processing tools, set-up an Internet mail account, and organize files and documents in Windows' File Management System.
2. Identify the functions, use, and components of spreadsheets as a tool in Data Management. Demonstrate the ability to use MS Excel to organize data, perform calculations, create data charts and graphs, and analyze data.

3. Identify the functions, use, and components of SAS, statistical analytical software. Demonstrate the ability to run and interpret a basic SAS program.
4. Identify the functions, use, and components of project management. Demonstrate the ability to use MS Project to create a project plans, including: identifying the task and resources required to complete the project and linking task and resources together in a GNATT chart.
5. Identify the functions, use, and components of database management systems. Demonstrate the ability to use MS Access to create a database, develop database forms and reports, create relationships between tables, and use queries to organize and extract information from the database.
6. Identify the functions, use, and components of WEB Design. Demonstrate the ability to develop web pages using manual HTML coding. Demonstrate the ability to develop and upload a multi-page website using a HTML Editor

Course Prerequisites

BDCT is open to 373 majors and minors who have successfully completed an introductory level microeconomics course (e.g., 11:373:121 or 01:220:102). Knowledge of marketing and management will also be useful. *This course fulfills the computer competence required for graduation.*

Course Structure

Format

BDCT consists of **one double-period lecture** and **one double-period computer laboratory** weekly. The majority of coursework will be completed in lab.

Examinations

Two exams will be given. They total **30%** of the final grade. Any material from the lectures, readings, TED Talks or labs may be included on the exams. The lab exam (if given) will include materials from the various lab exercises.

There is no final, cumulative exam.

Lab Projects

There are approximately 12 lab projects. They are **due at the end of each lab session**. These projects will count for **60%** of the course grade. ***NO late labs will be accepted.*** It is not advisable to miss a lab. The lowest lab grade will be eliminated. If more than one lab is missed, it will be handled on a case-by-case basis. If you know that you will miss a lab due to religious observance, a medical reason, or other important event, inform the instructor well ***in advance***.

Readings

Articles on past and current issues and trends in computers and information technology will be provided for class discussion. They will be included on exams and will be a factored into the PPC.

TED Talks

Videos on issues and trends in computers and information technology will also be provided for class discussion. This material will be included on exams and will be a factored into the PPC.

***TED (Technology, Entertainment and Design)** is a global set of conferences owned by the private non-profit Sapling Foundation, formed to disseminate "ideas worth spreading."*

TED was founded in 1984 as a one-off event.^[1] The annual conference began in 1990, in Monterey, California.^[4] TED's early emphasis was technology and design, consistent with its origins in the Silicon Valley. The events are now held in Long Beach and Palm Springs in the U.S. and in Europe and Asia, offering live streaming of the talks. They address a wide range of topics within the research and practice of science and culture, often through storytelling.^[5] The speakers are given a maximum of 18 minutes to present their ideas in the most innovative and engaging ways they can. Past presenters include Bill Clinton, Jane Goodall, Gladwell, AL, Gordon Brown, Richard Dawkins, Bill Gates, Google founders Larry Page and Sergey Brin, and many Nobel Prize winners.^[6] TED's current curator is the British former computer journalist and magazine publisher Chris Anderson.

Since June 2006,^[1] the talks have been offered for free viewing online, under Attribution-NonCommercial-NoDerivs Creative Commons license, through TED.com.^[7] As of November 2011, over 1,050 talks are available free online.^[8] By January 2009 they had been viewed 50 million times. In June 2011, the viewing figure stood at more than 500 million,^[9] and on Tuesday November 13, 2012, TED Talks had been watched one billion times worldwide, reflecting a still growing global audience.^[10]

Class Participation - PPC (Presence, Punctuality, and Contribution)

BDCT is an interactive as well as an experiential class. **10%** of the grade depends on active involvement in the class through participation, actively raising and answering questions, contributing to class discussions, and working independently and creatively in the lab. See the PPC Rubric on page 8 for details.

Grading System Summary	Exams	30%
	Labs	60%
	PPC	10%

Letter Grade Assignments

At any time you may calculate your grade in this course. There is a total of 100 points possible for the course. Final grades will be assigned using the numeric scale.

Grade Range	A	B+	B	C+	C	D	F
	90 - 100	85 - 89	80 - 84	75 - 79	70 - 74	60 - 69	<60

Grades at the end of the semester can be found at <https://www.acs.rutgers.edu/grades>

Texts and On-Line References

Due to the breadth of this course there is no single, perfect text. There are numerous books and on-line sources which may serve as useful references. Additionally, detailed handouts will be provided in class. Suggested references include:

Computer Basics

Web Tutorials	
Basic Computer	http://www.jegsworks.com/Lessons/lessonintro.htm http://www.comptechdoc.org/basic/basicut/
Computer Glossary	http://whatis.techtarget.com/
Text	
New Perspectives on Computer Concepts 2014: Comprehensive	Jamrich Parsons and Dan Oja, 2014
How Computers Work (Ninth Edition)	Ron White and Timothy Edward Downs, 2012
Introduction to Computers (Sixth Edition)	McGraw Hill, Peter Norton, 2004

Excel

Web Tutorial	
Florida Gulf Coast University	http://www.fgcu.edu/support/office2000/excel/
BayCon Group	http://www.baycongroup.com/el0.htm
Western Carolina University	http://www.wcu.edu/ccenter_inf/CatOnline/MSEX/
Text	
Microsoft Excel Version 2013; Plain and Simple	Microsoft Press, 2013
Microsoft Excel Version 2013; Step by Step,	Microsoft Press, 2013

Access

Web Tutorial	
BCS School	http://www.bcschools.net/staff/AccessHelp.htm#CreatingWizard
FGCU Tutorial	http://www.fgcu.edu/support/office2000/access/
FunctionX Tutorial	http://www.functionx.com/access/
Text	
Microsoft Access Version 2002; Step by Step	Microsoft Press, 2010
Microsoft Access Version 2010; Plain and Simple	Curtis Frye, 2010

WEB Design

Web Tutorial	
Page Resource.com	http://www.pageresource.com/html/index.html
Text	
Adobe Dreamweaver CS5 Complete, Edition 1	Gary B. Shelly and Dolores Wells, 2010
Web Design In a Nutshell, Third Edition	Jennifer Niederst, 2006

COURSE SCHEDULE - SPRING, 2014

DATE	CLASS	LECTURE	LAB
1/21	1	Introduction and Computer Basics	1/22
1/28	2	Excel 1	1/29
2/4	3	Excel 2	2/5
2/11	4	Excel 3	2/12
2/18	5	Excel 4	2/19
2/25	6	Project	2/26
3/4		Exam 1	No Lab
3/11	7	SAS	3/12
3/18		Spring Break	No Lab
3/25	8	Access 1	3/26
4/1	9	Access 2	4/2
4/8	10	Access 3	4/9
4/15	11	WEB Design 1	4/16
4/22	12	WEB Design 2	4/23
4/29		Exam 2	No Lab

Class Ground Rules and Caveats

No Late Exam Starts	Exams will NOT be handed out after the first completed exam is turned in.
No Late Lab Starts	If a student is late for lab by 20 minutes or more, they will not be permitted to do the lab.
No Carry Over Lab Assignments	Lab assignments cannot be carried over to the next lab. If a student does not complete a lab, it will be graded on the answers submitted. If the next lab uses materials from the current lab, it is the student's responsibility to complete the materials prior to the next lab.
Class Decorum	Talk softly; the instructor is the only one who gets to yell. Loud and boisterous chatting can be distracting to fellow lab mates.
Electronic Devices	Turn them off and put them away. This includes cell phones, PDAs as well as iPods or other MP3 players.

BDCT: PPC RUBRIC

Excellent (9 to 10 pts.)	Very Good (6 to 8 pts.)	Satisfactory (3 to 5 pts.)	Unsatisfactory (0 to 2) pts.)
<p>Attends essentially all class sessions (less than 1 week of absences - 1 lecture, 1 lab).</p> <p>Arrives punctually.</p> <p>Always well prepared for class. Evident that student has completed written and reading assignments (if any) prior to class.</p> <p>Exhibits positive supportive attitude toward course and class members.</p> <p>Consistently contributes to class discussion.</p> <p>Highly cooperative on group projects.</p> <p>Uses office hours effectively to clarify ideas and intelligently discuss assignments.</p> <p><u>Lab</u></p> <p>Works independently</p> <p>Takes initiative to follow checklist, script, or guidelines.</p> <p>Ask for specific help with specific questions after attempting to solve the problem or question independently.</p> <p>Organize the lab consistent with the assignment layout</p> <p>Labels each exercise appropriately, with: name, date, lab name and number, and exercise number.</p>	<p>Participation is as good as one receiving an Excellent rating, but one or two elements are not quite at that level.</p> <p>Absent from 1 lecture and lab or more.</p> <p><u>Lab</u></p> <p>Does not meet one of the Excellent Lab elements.</p>	<p>Participation is similar to receiving an Unsatisfactory rating, but there are one or two elements that relatively good.</p> <p>May not enter into discussions, but consistently attends class.</p> <p>Excessive absences.</p> <p><u>Lab</u></p> <p>Does not meet two of the Excellent Lab elements.</p>	<p>Does not attend class on a consistent basis.</p> <p>Rarely, if ever prepared for class. Evident that the student has not completed written or reading assignments prior to class.</p> <p>Exhibits negative attitude toward course and class members.</p> <p>Does not contribute to class discussions or in-class activities.</p> <p><u>Lab</u></p> <p>Does not meet two or more of the Excellent Lab elements.</p>
Excellent (9 to 10 pts.)	Very Good (6 to 8 pts.)	Satisfactory (3 to 5 pts.)	Unsatisfactory (0 to 2) pts.)