# COURSE SPECIFICATION DOCUMENT

**Academic School / Department:**    Richmond Business School

**Programme:**    Accounting and Finance
Business Management
Economics
Fashion Management and Marketing
Finance and Investment
Digital Marketing
International Sports Management

*FHEQ* **Level:**    3

**Course Title:**    Foundations of Computer Applications

**Course Code:**    MGT 3201

**Student Engagement Hours:**    120
Lectures:    30
Seminar / Tutorials:    15
Independent / Guided Learning:    75

**Credits:**    12 UK CATS credits
6 ECTS credits
3 US credits

**Course Description:**
This is a foundations 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:**
None

**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, C1, C2, D1, D2, D3, D4, D5
Digital Marketing: A6, B4, C1, C2, D1, D2, D3, D4, D5
Economics: A2, A5, B3, D
Fashion Management and Marketing: A6, B4, C1, C2, D1, D2, D3, D4, D5
Finance and Investment: A4, B3, B4, C1, C2, D1, D2, D3, D5
International Sports Management: A1, A2, B1, B2, C1, C2, D1

A detailed list of the programme outcomes is listed in the Programme Specifications. This is maintained by Registry and located 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
- Develop a broad understanding of information systems and technology.
- Develop an understanding of the relationship between computer hardware, software and operating systems.

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

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

Key Skills
- Ability to develop analytical skills through use of IT and specifically MS Excel.

**Indicative Content:**

- Linear regression and correlation (First Principles)
- Linear Regression for Economics and Business Applications.
- Introduction to Discounted Cash Flow calculations.
- Curvilinear regression models of trend theory.
- Curvilinear models applied to economic data.
- Internal Rates of Return (I.R.R.) and Net Present Value (N.P.V).
- Using Solver and Goal Seek.
- Constrained optimization problems using Excel's Solver.
- Optimization applications in Business and Economics.
- Importing data in Comma Separated Variable format.
- Times series analysis.
- LOOKUPS, Charts and Text Analysis.

**Assessment:**
This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

**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.

**Indicative Text(s):**

Alexander, M., Kusleika, D., 2022. Microsoft Excel 365 BibleI. The Comprehensive Resource. Wiley: London

*Journals*

*Web Sites*

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 |
|---|---|---|
| • Changed from level 4 to level 3<br>• Changed the class name<br>• Will provide more options in Qu | | |
| Major Change: Change from MTHS Assessments Norms to Atypical Assessment. | | |
| Updated Programme Outcome List | 11th Nov 2016 | |
| Change in pre-requisite | 11th Nov. 16 | |

| | | |
|---|---|---|
| Change in pre-requisite: Removal of MGT 3200 | School 8.1.2018 | |
| Various updates as part of the UG programme review | AB JAN 2022 | |
| Revision – annual update | May 2023 | |
| | | |