



FACULTY OF BUSINES
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	1
Module Code	COMP1100- 112		
Learning Module	Business Software Applications		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Dr. THOMAS LI SIU PAN	Email	spli@mpu.edu.mo
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MODULE DESCRIPTION

This is an introductory module in Business Software Applications. This module also provides an introduction to computers and Microsoft Windows. When students completed the module they will have a firm knowledge and understanding of selected business office tools in practical uses.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	format workbook text and data using office tools:
M2.	analyse business data for some applications
M3.	manage data with office tools and table formats
M4.	apply calculations for business problem with office tools.

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs (Bachelor of Business Administration in Marketing)	M1	M2	M3	M4
P1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.				✓
P2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	✓	✓	✓	



P3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.				
P4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.				
P5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.				
P6. Effective Communication Skills - Students are able to communicate and present ideas effectively.				
P7. Critical Thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.				
P8. Intercultural Competence - Students are competent to associate in a diversified social and global community.				

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Getting Started with Excel. (Theory: 1 hour + Practice: 2 hours) – identify the basic usage and user interface of Excel	3
2	Formatting Workbook Text and Data. (Theory: 1 hour + Practice: 2 hours) – outline how to format the excel workbook	3
3	Performing Calculations with Formulas and Functions. (Theory: 1 hour + Practice: 2 hours) - outline some formulas and functions for calculations	3
4	Analyzing and Charting Financial Data. (Theory: 1 hour + Practice: 2 hours) – analyze financial problems using data	3
5	Generating Reports from Multiple Worksheets and Workbooks. (Theory: 1 hour + Practice: 2 hours) – describe how to generate reports	3
6	Managing Data with Data Tools. (Theory: 1 hour + Practice: 2 hours) – outline the data management using data tools	3
7	Summarizing Data with PivotTables. (Theory: 1 hour + Practice: 2 hours) – apply tables to summarize data	3
8-9	Performing What-If Analyses. (Theory: 1.5 hour + Practice: 3 hours) – analyze problems under particular conditions	4.5
9-10	Exploring Financial Tools and Functions. (Theory: 1.5 hours + Practice: 3 hours) -outlines tools and functions for financial problems	4.5
11-12	Analyzing Data with Business Intelligence Tools. (Theory: 1.5 hours + Practice: 3 hours) – analyze business data by means of business intelligence	4.5
12-13	Exploring PivotTable Design. (Theory: 1.5 hours + Practice: 3 hours) – design tables for business problems	4.5
14	Presentation	3
15	Mid-term Examination	3



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4
T1. Lectures,	✓	✓	✓	✓
T2. videos,		✓		
T3. case studies,				✓
T4. group discussion			✓	✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Project(s)	30	M1,M2,M3,M4
A2. Assignment(s)	30	M1,M2,M3,M4
A3. Midterm Exam	40	M1,M2,M3,M4

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

	Assessment Task	Criterion	Excellent	Very Good, Good	Satisfactory	Pass	Fail
			A, A-	B+, B, B-	C+, C, C-	D+, D	F
			88% - 100%	73% - 87%	58% - 72%	50% - 57%	0 - 49%
1.	Projects /Assignments (if applicable)	Demonstrate the understanding of the subjects					



2.	Oral presentation (if applicable)	Demonstrate the ability to answer questions on topics covered in the outline	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	Midterm Exam (if applicable)	Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of skills, presentation, writing, concepts, methods and techniques. Be able to provide a specific conclusion / solution in some cases (if applicable)					

REQUIRED READINGS

Patrick Carey, New Perspectives Microsoft Office 365 & Excel 2019 Comprehensive. Cengage Learning, 2020, ISBN-13: 978-0357025765

REFERENCES

<https://products.office.com>

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.