
Central Michigan University
College of Business Administration

MASTER COURSE SYLLABUS

BIS	280	Office and Marketing Information Processing	3 (3-0)
Design.	No.	Title	Credit (Mode)

I. Bulletin Description:

Applications in electronic and magnetic keyboarding, editing, transcription, and related to business, office, and marketing activities. Transfer credits not accepted for BIS 280.

II. Prerequisites:

BIS 212 or equivalent

III. Rationale for Course Level:

IV. Textbooks and Other Materials To Be Furnished by the Student:

Procedures for the Automated Office, 5th Ed. Burton, Shelton and Jennings. Prentice-Hall, Inc., 2001

PC Troubleshooting Pocket Guide for Managing and Maintaining Your PC, Andrews, Jean. Thomson Learning, current edition.

Speech Recognition with Microsoft Office XP, Barksdale and Rutter, South-Western, 2003.

Microsoft Publisher 2002, Hunt, Marjorie, Course Technology, 2002.

Plantronics SR! Speech Recognition Headset

Additional materials and resources will provided for use in the classroom and lab.

V. Special Requirements of the Course:

VI. General Methodology Used in Teaching the Course:

Hands-on experience in developing office information processing skills. Lab situation with a rotation plan. Supplemented with lecture, discussion, and demonstrations.

VII. Course Objectives: Upon completion of this course, the student will:

1. Extend acquaintance with the hardware and software used in keyboarding information for word processing, desktop publishing, windows, and database applications and how these tools are used in business and marketing situations.
2. Develop high proficiency on the ten-key keypad and the electronic calculator in a variety of business math applications.
3. Develop the ability to efficiently and effectively choose hardware and software for specific business applications necessary for office and marketing activities.
4. Develop the skills and knowledge necessary for accurate records management and how to use data for managerial and marketing decisions.
5. Develop skills for identifying and using business reference sources.
6. Develop an understanding of voice recognition software and other digital communication tools and their application in management and marketing functions.
7. Develop an understanding of basic troubleshooting for the personal computer.
8. Develop the attitudes and work habits desirable for careers in the business office and marketing and/or teaching secondary business/marketing classes.

VIII. Course Outline:

Weeks	Topics
1 & 2	Desktop Publishing
3,4,5, & 6	Speech Recognition and Digital Communication Tools
7	Electronic Calculator
8 & 9	Business Math Applications
10 & 11	Personal Computer Troubleshooting
12 & 13	Planning Business Conferences, Travel, and Teleconferencing
14 & 15	Records Management

IX. Evaluation:

Students complete a series of equally weighted projects which measure competence in the assigned applications. The projects require efficiency, accuracy, and decision making.

The grade distribution is:

Application Projects	85%
Final Exam	10%
Attendance and Participation	<u>5%</u>
Total	100%

X. Bibliography:

Andrews, Jean, *Enhanced PC Troubleshooting Pocket Guide for Managing and Maintaining Your PC*, Course Technology, 2001.

Burton and Shelton, *Business Math Using Excel*, South-Western Educational Publishing 2003.

Cashman, Shelly and Vermaat, *Microsoft Office XP: Post Advanced Concepts and Techniques*, Course Technology, 2002.

Clark, Lyn, *Voice Recognition with Software Applications*. Glencoe/McGraw-Hill, 2002

Cooperman, Susan. H., *Professional Office Procedures*, 3rd edition, Prentice-Hall, 2002.

Deitz and Southam, *Contemporary Business Mathematics for Colleges*, 13th Edition, Thomson South-Western, 2003.

Duffy, Jennifer A., *Microsoft Word 2002*, Course Technology, 2002.

Fulton-Calkins and Hanks, *Procedures for the Office Professional*, 4th edition, South-Western Educational Publishing, 2000.

Jennings and James, *Internet Office Projects*, South-Western Educational Publishing, 1999.

Olinzock, Skean, and Arney, *Intergrated Business Projects*, South-Western Educational Publishing, 2000.

Read-Smith, Ginn, and Kallaus, *Records Management*, 7th edition, South-Western 2002.

Reding and Reding, *Microsoft Publisher 2002*, Course Technology, 2002.

Slater, Jeffery, *Practical Business Math Procedures*, Brief 7th edition, McGraw-Hill/Irwin, 2003.

Syllabus Prepared by: Susan Switzer

Name

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