Welcome to *Applied Business Applications*. Get ready to have a rewarding academic experience!

During the semester, you will be working on understanding how businesses need to look at their data in order to be able to make informed decisions through the use of the Microsoft Office Suite of applications. The type of Business Intelligence (BI) that used to be limited to large organizations is now accessible to small to medium size businesses through the use of higher functions within these applications.

**COURSE INFORMATION**

| Instructor:  |  |
| Email:      |  |
| Course Number and Section: | BUS 220 - SL |
| Course Title: | Applied Business Applications |
| Semester: |  |
| Mailing Address: | Department of Business Administration & Economics  
Monroe Community College  
1000 East Henrietta Road  
Rochester, NY 14623 |
| Ways to communicate with me and other students: | The general practice in Blackboard is for communication to take place through the "Quick Links", *Message My Instructor Link*. This is located on the left side of the screen. This will send an e-mail to the course message center.  
*VoiceThread* is where you post your responses to discussion questions and read/respond the responses of others. Your contribution to these discussions is an important part of the course, and part of the learning activities you'll be evaluated on. *VoiceThread* is located within the Learning Modules.  
*Ask a Question* - is a specific discussion forum in the course. It is a public forum and is the equivalent to raising your hand in a face to face class. Other students will be able to read and reply to your question. You may want to subscribe to this discussion and receive an email when new posts are added. |
| Office Phone or Cell Phone: |  |
| Course Communications: | Contact me through the *Message My Instructor* link – see NOTE on next page. |
| Office Hours: | Via Zoom Meetings or by Appointment |

*Respect for self and others in words and deeds*  
*Responsibility for one's own success through personal accountability*  
*Reality of the expectations and standards in a college environment*
NOTE: MCC Student Email is the official means of communication at MCC. **All official MCC business is conducted using MCC email.** Throughout this course however, I will communicate to you through the messaging system within the course – the *Message My Instructor* link.

**REQUIRED COURSE MATERIALS**

<table>
<thead>
<tr>
<th>Required Course Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>The TEXT Book: New Perspectives Microsoft Office 365-Office 2016 Introductory</em></td>
</tr>
<tr>
<td>(Print Edition 01, 2016), Shaffer, Carey, Vodnik, et al. with SAM (LMS Integrated); the ISBN is listed on the MCC Bookstore website.</td>
</tr>
</tbody>
</table>

**Required Software**

This course requires the online text material - SAM from Cengage. Instructions for signing onto SAM are in the Course Content folder. **This course also requires Office 365/Office 2016 (Word, PowerPoint, Excel & Access) installed on a Windows operating system.**

*Note: Please see support documents listing system requirements for SAM under Course Content in Blackboard.*

You may also require certain Internet plug-ins for using articles, simulations, or videos inserted in some documents of this course. Click to download and install these plug-ins. These are:

1. Adobe Reader
2. Macromedia Flash Player
3. Macromedia Shockwave Player

You are entitled to download and install Office 365/Office 2016 for FREE as an MCC student. To do so click on the link below:

2. If you have questions, please contact the MCC Student Technology Help Desk at 585-292-8324.

**VoiceThread technology is integrated through Blackboard.**

**Zoom meeting add-ons will be engaged when you first access a Zoom meeting link.**

**Additional Resources**

There is a LibGuide containing links to Microsoft videos and other supporting information that will be helpful in the course. The link for this is in the Course Content section in Blackboard.

**COURSE DESCRIPTION**

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Official Course Description:
This course is a case study approach to the use of office productivity software that is utilized to solve business problems and manage business processes. Emphasis will be on the use of database and spreadsheet applications to analyze data. Word processing and presentation software will be used to document and present solutions.

Office 365/Office 2016 on a Windows operating system is required. Each student will create a semester-long electronic portfolio of related work. Basic knowledge of the PC, keyboard, mouse, and Windows operating system and file structure are required. Extensive lab exercises will reinforce the material.

Course Credits: 3

Course Prerequisites/Co-requisites: BUS 104 with a grade of C or higher.

COURSE ORGANIZATION

Real-world and current event examples will be incorporated into the course in order to have you think about the business concepts in the text. This is a computer/lab intensive course; you are expected to spend approximately four to six hours a week completing assigned projects. Also, businesses today are looking for employees who are not only qualified, but have excellent communication skills. Spelling counts in everything: SAM Projects, SAM Textbook Projects, VoiceThreads, E-mails, etc. You will find that misspellings or typos in a SAM Project will impact your grade.

SAM is an online accompaniment to your text. There are various SAM exercises for each Chapter in the text – all have unlimited time, but a specific number of attempts and specific due dates:

1. SAM Path – Pre-Test, Training, Post-Test – these are assigned for homework to be completed prior to the projects; each training activity has 3 attempts, for the Pre-Test and Post-Test one attempt is allowed.
2. SAM Textbook Projects – these will be done after the SAM Path and follows the pages of the text; three attempts are allowed.
3. SAM Projects – these will be completed after the Textbook Project; two attempts are allowed for the first project; one attempt is allowed for the second project.
4. SAM Capstone Projects – there is one Capstone Project for each Microsoft module (Word, Access, Excel & PowerPoint); these will be done as a final exam; one attempt is allowed.

SAM is required. Access to SAM is included with a new shrink-wrapped loose-leaf text from the bookstore.

VoiceThread is a cloud based application that supports asynchronous discussions in different modalities – text, audio, and video. You can upload, share, and comment on documents, images, videos. It is an alternative to a traditional discussion forum.

Zoom is a “webinar-like” meeting tool that allows for face-to-face meetings and screen sharing. I will use this for open office hours, to review particular concepts, or answer student questions.

The Final Project will be an integration of the skills you have learned in Word, Access, Excel and PowerPoint. The analysis will be business case oriented and it will be “presented” virtually via VoiceThread.

COURSE LEARNING OUTCOMES
By the end of the semester, you will be able to

1. Create a relational database in Boyce-Codd Normal Form (BCNF) for a given set of sales, customer, or inventory data.
2. Manage data by adding, deleting, and updating records for an existing sales, customer, or inventory database.
3. Write multi-table queries to extract data in response to specific questions for the purpose of business performance analysis of an existing sales, customer, or inventory database.
5. Apply word processing, database, and spreadsheet software to create a business proposal, including: a description of the business function and/or product, a S.W.O.T. analysis, a budget, and a description of prior experience using background information in a case-study format.
6. Create a professional-quality presentation of the business proposal developed by the student, using slide presentation software.

STUDENT RESPONSIBILITIES & TIPS

Business today relies heavily on PROPER e-mail as the de facto method of communication. Businesses seek employees who have good communication skills and understand appropriate business protocol/behavior. The following tips will help you to be successful not only in this course but in the business world in general:

1. This is a labor intensive class. Students in a face-to-face class are expected to spend 4-6 hours outside of class time per week to complete course assignments. That means an online student should be spending 8-10 hours per week on class assignments since class time is 4 hours per week.
2. Class protocol/behavior is based on a simple premise – in all instances, civility and respect for classmates and the instructor is expected.
3. It is expected that each student do their own work.
4. Students will be expected to know how to use their MCC e-mail account. For day-to-day course specific communication, we will use the course Messaging tool (which is e-mail within the course) but MCC e-mail should still be checked REGULARLY for relevant MCC administrative and announcement information.
5. Students are also expected to use MCC’s BLACKBOARD system, which is the course management tool. I will use the BLACKBOARD Announcements page to post important course updates, and BLACKBOARD will also send a copy of these Announcements to your MCC e-mail.
6. Grades for all assignments are posted in BLACKBOARD. It is your responsibility to check your grades throughout the semester and to come to me with any questions – I will be more than happy to review your grades and address any concerns you may have. DO NOT come to me with questions at the end of the course.
7. E-mails must be written as proper business communication with complete sentences and correct punctuation and capitalization. They must include a salutation (Dear Professor), a body, and a closing (Sincerely or Regards). No “texting” conventions may be used, i.e. the first person singular “I” is NOT a lower case letter. Proper nouns (months, days of the week, people’s names) begin with a capital letter.
8. If you have technical questions on the use of class tools - BLACKBOARD, SAM, VoiceThreads, etc. you need to contact the appropriate technical HELPLINE to get those questions resolved or go to the MCC Learning Center. The ELC (Learning Centers) are also available for additional help you may need outside of class.

I am willing to work with you but ultimately your success in this course is your responsibility.

COURSE REQUIREMENTS

This course is straight forward having three major components – SAM which consists of SAM Path, Textbook Projects, Projects and Capstone Projects; VoiceThread; and a Final Project. Successful completion of this course is a balance of:

1. Satisfactory and timely completion of SAM assignments which are closely tied to the text.
2. Constructive participation and timely engagement in VoiceThread.
3. Successful completion and presentation of the Final Project.

COURSE POLICIES
DUE DATES and LATE ASSIGNMENTS

Due dates are on Mondays at 11:59 pm – please see the Course Schedule for specific weekly due dates. The schedule is a guide and may be changed to meet changing needs during the semester. SAM assignments will not be accessible after the due date; if late assignments are allowed they will generally receive a 15 point deduction.

I understand that “life happens” and specific student issues will be handled on a case by case basis, at the discretion of the professor.

Learning Activities

Please see the Course Schedule in the Course Content area of the course for a list of Learning Activities for each Week. Each Week follows that same pattern. All Weeks have SAM Path assignments, a Textbook Project, and a Project, but not all Weeks have a VoiceThread.

How You Will Be Evaluated:

I will use both quantitative and qualitative evaluation in course learning activities. The quantitative evaluation is represented through points for each SAM assignment and VoiceThread. The qualitative evaluation is represented by my comments to your VoiceThread. As previously stated, all writing (VoiceThread and Written Assignments) needs to adhere to appropriate English language conventions with proper spelling and grammar. Written Assignments must be in MLA format.

Grading Schema:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>84-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-83</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>74-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-73</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>64-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-63</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
</tr>
</tbody>
</table>

Final Course Evaluation:

Your final course grade will be calculated according to the following:

- SAM Path Assignments/VoiceThread .................................................. 20%
- SAM Textbook Projects ................................................................. 20%
- SAM Projects ................................................................. 25%
- SAM Capstone Projects ......................................................... 10%
- Final Comprehensive Project ........................................ 25%

ATTENDANCE / WITHDRAWAL POLICY
Important:
A withdrawal may affect your eligibility for financial aid. Please see a financial aid counselor for more information.

Attendance

This is a Business class, and in business, absenteeism and tardiness are the #1 reason for employee termination. Treat your attendance - i.e. signing into the course on a consistent basis - just as you would treat punctuality and attendance at an important meeting at work or in a professional setting. Virtual “attendance” in this course will be determined by your participation EVERY week during the course by reading, watching videos, participating in the activities, and submitting assignments. However, if you do not participate each week, or develop a pattern of turning in assignments late, your grade will be lowered and could lead to failure in the course. If you do not participate for a TOTAL of 2 weeks, consecutively or not consecutively (in a row), you will be asked to withdraw from the course. Please refer to the MCC Catalog and Student Handbook for attendance and withdrawal guidelines. If you are concerned about your grade and virtual “attendance,” please talk to the instructor early in the semester.

Withdrawal

Withdraw from this course, is YOUR responsibility via the Banner System. While you may be withdrawn by me for lack of attendance, at the end of the day you are responsible to ensure your records are correct. If you are not withdrawn by the MCC deadline (by you or me), I have no alternative but to assign you the grade you have earned – which is an “F” for the term. Withdrawal from a class may have financial implications – all students are advised to consult with the financial aid advisor before withdrawing from a class.

COLLEGE POLICIES

MCCs CORE VALUES

MCC is committed to providing a respectful learning community that values integrity, courtesy, compassion and responsibility. This is MCC’s Civility Statement: We, the students, faculty, staff and administration of Monroe Community College are committed to core values that include

- Creating an environment where we value and respect each other;
- Promoting a community that encourages the tolerance of divergent opinions and constructive resolution of conflict;
- Exchanging ideas and enriching our lives through the exploration of our multifaceted culture;
- Embracing responsibility, integrity, and courtesy;
- Respecting the dignity, rights, and freedoms of every community member;
- Respecting the intellectual and physical property of others; and
- Respecting college property including both public and private spaces.

We, as a community of learners, are affirming these core values to guide our actions and behaviors.

MCC REGULATIONS AND POLICIES

Academic Honesty Policy

In the academic process, it is assumed that intellectual honesty and integrity are basic responsibilities of any student. However, faculty members should accept their correlative responsibility to regulate academic work and to conduct examination procedures in such a manner as not to invite violations of academic honesty. Such violations consist mainly of cheating and plagiarism. For more details regarding MCC’s Academic Honesty policy regarding definitions, disciplinary action, and procedure for appeal, check the MCC Catalog and Student Handbook or MCC Website.

Policy Statement on Sexual Harassment
Monroe Community College strives to recognize human dignity and therefore does not tolerate sexual harassment or any other type of harassment within or connected to this institution. Sexual harassment is illegal and unfairly interferes with the opportunity for all persons, regardless of gender, to have a comfortable and productive education and work environment. We are committed to taking all reasonable steps to prevent sexual harassment and to discipline those who do harass.

Notice of Non-Discrimination

Monroe Community College prohibits discrimination based on race, color, religion, sex, sexual orientation, pregnancy, familial status, gender identity or expression, age, genetic information, national or ethnic origin, physical or mental disability, marital status, veteran status, domestic violence victim status, socioeconomic status, criminal conviction, or any other characteristic or status protected by state or federal laws or College policy in admissions, employment, and treatment of students and employees, or in any aspect of the business of the College.

Inquiries regarding the application of Title IX and other laws, regulations and policies prohibiting discrimination may be directed to Kristin Lowe, Esq., Title IX Coordinator, (585) 292-2108 or klowe5@monroecc.edu OR Melissa Fingar, Esq., Assistant Title IX Coordinator, (585) 292-2117 or mfinger@monroecc.edu.

Code of Conduct

The following actions or conduct are prohibited.

1. The obstruction or disruption of any College function or activity, including the classroom instructional environment, administration of the parking program and service functions and activities.
2. The detention, physical abuse or intimidation of any person, or threat thereof, or any conduct which threatens or endangers the health, safety, or welfare of any person on College-owned or operated property or at College-sponsored activities.
3. The use of obscene or abusive language or any other means of expression, language, or action which may reasonably be expected to provoke or encourage physical violence by other persons.
4. The refusal to obey any reasonable or lawful request, order, or directive of a College public safety officer, a teacher, College administrator, or any other identified representative of the College.

SERVICES FOR STUDENTS WITH DISABILITIES

Students with a documented learning difficulty should make an appointment with the Coordinator of Services for Students with Disabilities on the Brighton or Damon Campus to arrange for support services. You must provide the instructor with appropriate documentation regarding accommodations within the first two weeks of class. All deaf or hard of hearing students should contact the Counseling and Advising Center.

LEARNING CENTERS

Monroe Community College has a number of Learning Centers at Brighton (for example, Accounting, Math, Psychology, Writing, the Electronic Learning Center, etc.) and at Damon (for example, the Integrated Learning Center, Electronic Learning Center, etc.). Learning centers are staffed with instructional personnel and may be equipped with computers and software to assist students. It is recommended that students use the Learning Centers to get additional help with concepts learned in the classroom and with their homework. Please refer to your MCC student email to review your referral and objectives for your use of the Learning Center(s).

EMERGENCY CLOSINGS

If the College is closed or classes are cancelled due to inclement weather or some other emergency, all Rochester area radio and television stations will be notified no later than 5:30 a.m. or in the case of a mid-day decision, no later than 3:00 p.m. In addition, the home page on the MCC website (www.monroecc.edu) will display a message indicating the College is closed or classes are cancelled. Please do not call the College to avoid overloading the telephone lines.

In the event of an emergency, such as a campus evacuation or closure, severe weather alert, fire in a building, hazardous material incident, etc., where time-sensitive, proactive actions need to be communicated, the SUNY NY-Alert system will be utilized to provide immediate notification to all MCC students and employees who have opted to receive such alerts. Those who sign up for SUNY NY-Alert can choose to receive emergency messages via a
variety of communication technologies, such as e-mail (college and/or personal accounts), and audio and/or text message to a campus, home or cell phone, fax, etc. For more information on SUNY NY-Alert, including how to sign up, please visit [http://www.monroecc.edu/depts/pstd/NYAlert.htm](http://www.monroecc.edu/depts/pstd/NYAlert.htm).

**CLASS CANCELLATIONS**

Information regarding class cancellation is available daily on the web or through the telephone. Simply go to the MCC website ([www.monroecc.edu](http://www.monroecc.edu)) and select the link in the second heading menu labeled “Current Students”, and then select the “Class Cancellations” link along the left column under the “Academics at MCC” section.

Additionally, class cancellation information is available by dialing 292-2066, press “1” for the Brighton campus and “2” for the Damon City campus. If possible, please use the web, as there could be delays in the voice recordings based on the number of cancellations.