



# LINCOLN UNIVERSITY

## BA 146 – Applications Software

### Course Syllabus

### Fall 2024

**Instructor:** Dr. Uday K Ghosh  
**Lecture Schedule:** Thursday, 12:30 PM – 3:15 PM

**Credits:** 3 units / 45 lecture hours  
**Level:** Developed (D)  
**Office Hours:** By appointment  
**e-mail:** [ughosh@lincolnuca.edu](mailto:ughosh@lincolnuca.edu)

Office # 306 3rd Floor. Contact # 650 921 9455

**Textbook:** Microsoft Outlook 2016: Step by Step.

**Prerequisite:** ISBN-13: 978-0735699236; ISBN-10: 0735699232  
**Last Revision:** *CS 10*  
August 21, 2024

#### CATALOG DESCRIPTION

A survey of the current available software programs used in business applications. Databases, spreadsheets and word processors are manipulated as well as methods for evaluating the efficacy of specific implementations in personal and shared information systems. This course is intended for the non-major with an interest in business data processing. (3 units)

#### COURSE LEARNING OUTCOMES<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment activities
1	Design and deliver an effective presentation using PowerPoint or another application useful for presenting information.	PLO 2	ILO 1a, ILO 6a	Course Project
2	Build Excel Spreadsheets to solve quantitatively challenging business scenarios.	PLO 4	ILO 1a, ILO 2a, ILO 5a	Course Projects and Final Exam
3	Write a visually compelling resume on Microsoft Word.	PLO 2	ILO 1a, ILO 6a	Course Projects

#### INSTRUCTIONAL METHODS

Lecture method is used in combination with the case studies to provide a rich learning experience for the student. The course requires the practical use of a computer. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity. Reading, writing, and problem solving assignments will be made throughout the course.

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

### **Online Components of the Course**

I will create a Canvas site as a means of posting information and offering an opportunity for you to ask questions regarding course material. I will plan on adding students to the Canvas site once the class rosters are finalized.

### **Academic Honesty Honor Code**

The faculty, administration, and staff recognize their obligation to provide continuing guidance as to what constitutes academic honesty and to promote procedures and circumstances that will reinforce the principle of academic honor. Fundamental to the principle of independent learning is the requirements of honesty and integrity in the performance of academic assignments, both in the classroom and outside. Students should avoid academic dishonesty in all of its forms, including plagiarism, cheating, and other forms of academic misconduct. The University reserves the right to determine in any given instance what action constitutes a violation of academic honesty and integrity.

### **Diversity**

A diverse classroom is a better classroom. Sharing our experiences and our ideas contribute to our better understanding of the material. I will be committed to ensuring that all students receive the attention needed to grasp the key accounting concepts for this class. To that end, all questions relating to the course material will be answered in a timely fashion.

### **Requirements**

All students are required to attend the class. Continuous assessment is emphasized. Students must complete all assignments and take all quizzes, mid-term exam and final exam ON THE DATES DUE. Plagiarism will result in the grade “F” and a report to the administration.

### **ASSESSMENT**

#### **A. Exams:**

- Students must take a final exam. The final exam is *comprehensive* and covers the material from the entire semester.
- Make-up exam policy: Students must take the exams as scheduled. No make-up exam will be given.
- Partial Credit is awarded on exams for problems (not multiple choice) when the computations are shown. Show all work on problems for maximum partial credit.
- Students may use laptops or programmable calculators. While these may help students in the calculation of certain accounting problems, ultimately the student will need to use critical reasoning to be successful in this course.
- Students may e-mail me to be informed of their respective grades.

#### **B. Homework:**

- Homework sets and due dates will be posted regularly.
- Solutions to some homework problems will be reviewed in class.

- Critical thinking essay, cases, and problems are included as part of the regular homework and class demonstration problems.
- Individual research project will be assigned.

### **GRADING ASSESSMENT CRITERIA**

Class Contribution (Homework Review)	20%
Course Projects	40%
Final Exam	40%
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Total	100%

Letter grades will be given based on the following scaling:

Grade	A	B	C	D	F
Points	90-100	80-89	70-79	60-69	0-59

Per the Grade Policy Memorandum dated April 13th, 2020, grades above a C will be awarded as above. Grades of C- to D will be awarded as a CR. A grade of F will be awarded as NC.

### **Expectations for Students**

#### **A. Attendance:**

- Attendance at all classes is essential to acquiring the requisite information for successful completion of this course. The topics covered in this course are much related to each other. If you miss a lecture, it would be hard to catch up. Roll will be taken at the beginning of each session. Students are expected to show up to every class meeting and stay for the entire period.
- Students may attend either session of the lecture as space permits. Students must attend the exams during the session in which they are registered unless prior permission is obtained.
- Students are required to inform the instructor in advance by email or verbally in case of not being able to attend class.

#### **B. Class Participation:**

- Class participation is very essential to learning this subject. Be prepared to participate in class discussions (answering the questions and solving the problems), group work, and reviewing the homework.

#### **C. Student Code of Conduct:**

- Students are expected to respect the instructor and each other. Students must turn off their cell phones and pagers during the entire class time.

**COURSE SCHEDULE**

<b>Session #</b>	<b>Date</b>	<b>Focus and Topic</b>
1	29 Aug	Introduction to PowerPoint, Microsoft Word and Microsoft Excel & AI and ChatGPT
2	05 Sept	Building Effective Presentations 1 (PowerPoint, Vizio, Google Docs) Understanding AI in Business
3	12 Sept	Building Effective Presentations 2 (PowerPoint, Vizio, Google Docs) Exploring ChatGPT
4	19 Sept	AI ChatGPT for Business Usage
5	26 Sept	Persuasive written communication using Word Documents
6	03 Oct	ChatGPT in Customer Service, Marketing, and Product Development
7	10 Oct	Persuasive written communication using ChatGPT
8	17 Oct	Integrating ChatGPT into Startup Operations
9	24 Oct	Spreadsheet Modeling
10	31 Oct	ChapGPT in Strategic Decision-Making
11	07 Nov	Spreadsheet Modeling - Financial Valuations
12	14 Nov	Comparison between ChatGPT, Claude, Gemini, and Meta
13	21 Nov	Future of AI in Business, and MetaAI by Meta
	28 Nov	Fall Recess
14	05 Dec	Project Presentations
15	12 Dec	FINAL PROJECT DUE

**Disclaimer**

This syllabus is subject to modification. I am committed to letting students know changes to the syllabus as soon as feasible.