“Man is still the most extraordinary computer of all.”
---John F. Kennedy (1917-1963)

Introduction

Most contemporary business students use Microsoft Word (MS-Word) for the production of their case reports and other print-based deliverables. The purpose of this document is to help BUS 302 students learn a few commands in MS-Word that are helpful in producing a quality work product. In general, MS-Word works the same way in both the Windows and MacOS environments. Similar commands exist in other word processing applications, such as OpenOffice Writer (Linux/MacOS/Windows), Lyx (Linux/MacOS/Windows), AbiWord (Linux/MacOS/Windows) and Pages (MacOS). Similar commands exist in online word processing applications, such as Google Docs, although the functionality may be limited.

If this document is unclear, please contact the instructor.

Formatting a Table of Contents

Table of Contents typically have some text (usually a section or a component of the case report) on the left-hand side of the page and a page number on the right-hand side of the page. And in between both of those two elements lie “dot leaders.” Dot leaders connect the text on the left-hand side with the page number on the right-hand side to improve clarity and reduce ambiguity for the reader.

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The command sequence to insert a dot leader is to 1), move the cursor to the first line of the table of contents, 2), select “Format | Tabs,” 2), insert 6 to place a tab stop at the sixth inch (or similar), 3), select “Decimal” alignment, 4), select “… leader, 5), click “Set”, and 6), click “Close.” Now, type the text on the left-hand side of the page, press the tab key, and type the page number. Repeat for the rest of the lines.

In OpenOffice, the command sequence is “Format | Paragraph | Tabs.” In Lyx, the (approximately similar) command sequence is “Insert | List/TOC | Table of Contents.” In AbiWord, the command sequence is “Format | Tabs.” In Pages, the command sequence is “View | Show Inspector” and then select “Text Selector.” Google Docs does not currently contain a function for either tab settings or dot leaders.
Inserting a Special Symbol

Keyboards simply do not have enough space for all possible symbols in all possible languages. Occasionally, a BUS 302 student will need a special symbol in a case report. For example, the “A Day at the Spa” case requires use of the concept of Expected Value. In general, the equation for expected value is \( E(x) = \sum xP(x) \). The upper-case Greek summation symbol is needed in this formula (and no other substitute is acceptable).

The command sequence to insert the summation sign is to 1), select “Insert | Symbol”, 2), scroll down to “Mathematical Operators” subset, 3), locate the symbol \( \sum \), 4), click “Insert,” and 5), click “Close.”

In OpenOffice and AbiWord, the command sequence is “Insert | Special Character.” In Lyx, the command sequence is “Insert | Special Character | Symbols.” In Pages, the command sequence is “Edit | Special Characters.” In Google Docs, the command sequence is “Insert | Special Characters”; however, the range of special characters is limited.

Inserting an Equation

Occasionally, a BUS 302 student will need to generate, format, and place a mathematical equation in a case report. For example, the “ACME Electronics” case requires the calculation of a confidence interval for a proportion. In general, the formula for a confidence interval for a proportion is as follows:

\[
\hat{p} \pm z_{n/2} \sqrt{\frac{(\hat{p})(1-\hat{p})}{n}}
\]

Inserting the symbols, subscripts, and the square root radical is difficult (and other substitutes or workarounds are not acceptable). The best choice is to use the built-in equation editor. The equation editor takes a bit of practice and a bit patience, but the readable and precise output is worth the effort.

The command sequence to insert an equation is to select “Insert | Object | Microsoft Equation.” Again, a bit of practice with simple formulas is the key to successful use of the equation editor.

In OpenOffice, the command sequence is “Insert | Object | Formula;” however, the equation editor is slightly less sophisticated than the one in MS-Word. In Lyx, the command sequence is “Insert | Math” and full LaTex commands can be used. In AbiWord, the command sequence is “Insert | Equation | From LaTex;” however, a user must enter the equation in command-line form without the benefit of a fully graphical interface. Pages does not support a built-in, graphical equation editor directly. One popular option is to use the “Grapher” utility which comes built-in with every MacOS.
and “copy-and-paste” the result into a Text Box in Pages. Another popular option is to
download and install the LaTeXIt utility (available at no charge from
“http://ktd.club.fr/programmation/latexit_en.php”). In Google Docs, a user would select
“Insert | Equation” on the menu.