

# BDAN 519 – Visualization & Decision Making

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## Dr. Kirk Atkinson, Professor – Information Systems

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Course Website: <http://blackboard.wku.edu>

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*Prerequisite: none.*

Overview: This course is designed to introduce students to management issues related to data visualization and decision making as it is being practiced in organizations today. Topics include:

- Select models in use in data analytics,
- Select software tools related to data analytics,
- Introduction to Tableau,
- Visualizing data & decision-making criteria

Text/Materials: (All Required)

Ryan, L., “Visual Data Storytelling with Tableau”, 2018, ISBN: 978-0-13-471283-3

PC: You must own or have consistent access to a personal computer of modern design WITH ADMINISTRATIVE RIGHTS.

You must have access to Microsoft Office-type software Office 2016 (or Mac equivalent). You must also be equipped to download software and/or data sets as required.

Other: You should have consistent High-Speed Internet access.

- **USB drive**, or other dedicated media (e.g. your own hard disc, cloud storage - recommended) to store class projects, data, etc.

Grading: Your grade is earned through your performance on assignments as provided, participation, and projects/cases. As the instructor, I only assign the grade that you have earned. Grades are assigned in a manner consistent with the WKU Catalog Descriptions. ***You should note that “A” is not the de-facto grade in this class.*** Grading is on a competitive basis which means that if you meet the expectations for the assignment you will earn a “C”. You must perform above the expectations to earn an “A”.

- A Excellent work; student consistently exceeded class expectations (professionalism, quality, detail, presentation, etc.); among the very best in the class (top 1/3); assignment scores are 90%+
- B Average to Above Average work; student met class expectations; better than the class average; exam scores are 80%+
- C Below Average work; student marginally met class expectations; performance at this level in graduate school can typically lead to program dismissal.
- D There is a no D rule in my course; graduate students should never work at this level!

F Unacceptable quality work<sup>1</sup>; any form of academic dishonesty (automatic F in class) projects, assignments, failure to substantively contribute to team project; etc...

### ***Grading Criteria***

REQUIREMENT	Number	Points Each	Total / Percentage of Grade
Lab Assignments	4	75	300
Quizzes	4	50	200
Projects/Presentations	3	100	300
Final Project	1	200	200
<b>Total</b>			1000

The points-based grading scale (not percentage based!) that will be used is:

A = 900-1000

B = 800-899

C = 700-799

F = 699 and below

\*No points assigned but required for final grade calculation.

### ***Graded Deliverables:***

#### **LAB Assignments:**

Lab assignments will be conducted as individual projects unless otherwise instructed. You may collaborate, but please, submit individual files containing only your work. These labs are designed to support your basic learning of the concepts/tools covered and will prove invaluable in your projects and overall learning experience.

#### **Quizzes**

There will be four (4) quizzes during the term. They are true/false and multiple choice in format and cover materials discussed in the Ryan text, video lectures, and assigned readings.

#### **Discussion Boards:**

The Discussion Board will be used for a presentation medium for your delivered project assignments. A format for submissions may be found in the Assignments section of the course Bb.

#### **Projects/Presentation:**

Research tells us that optimal learning occurs when students work out their own understanding of the class material. One of the best techniques, especially at the graduate-level, to support this is

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to have students complete several project-based activities using a self-directed learning approach (Knowles, 1983). These projects are designed to “connect the dots” and includes a summary presentation of your findings that demonstrates your ability to explain results achieved.

**Lectures:** This class is primarily a lecture/lab-based course. Recorded lectures along with the accompanying PowerPoint slides will be provided on an as-needed basis.

**Internet:** The majority of material will be distributed via Bb. Class notes, instructional material, and student assignments may be posted on the class website. Students are responsible for their own Internet access. Your professor cannot troubleshoot connections or computer problems for you. The class website can be found at <http://blackboard.wku.edu>.

**Class Attendance/Participation:** As this is a graduate-level course, active participation is expected of ALL STUDENTS! Although not directly scored, participation in weekly activities is a required element of the class and students must be engaged on a regular basis throughout the week. Failure to substantively participate and perform on your assigned projects may lead to grade reduction in this course.

**RSI Statement:**

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the [Regular and Substantive Interaction in Online and Distance Learning webpage](#).

In this course, regular and substantive interaction will take place in the following ways:

1. We will have several OPTIONAL Zoom meetings that will be recorded for those who are unable to attend,
2. There are normally weekly announcements,
3. Feedback on most, if not all, projects is provided. This feedback will be delivered in the Bb grade book along with assignment scores.

**E-Mail Formatting:** Class attendance and e-mail are the most common ways for students to contact me. As I receive a lot of mail each day, I automatically filter messages into different boxes. You need to use the following format each time that you create the SUBJECT line or your mail will not be properly received. *My e-mail program may put ‘other’ mail into the junk/spam/trash or other folder.*

Example Subject:

BDAN 519 - A Brief Subject Statement Example: BDAN 519 Smith - question about Tableau assignment

Note: E-mail is an impersonal medium. If you need to talk about something important, personal, etc. please either call my office or arrange to visit me.

**Academic Honesty:** Plagiarism and cheating are serious offenses and will result in an F for the course. For more information, refer to the "Academic Dishonesty" policy in the University Catalog. This is difficult to commit in this course due to the absence of writing; however, there may be third-party sources involved as teams present their final project and if so, appropriate citations (A.P.A.) are expected.

## **Student Disability Services**

### ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

### Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

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*We know that students are often overwhelmed and/or dealing with situations and stresses that may inhibit their ability to be successful in the classroom. With that in mind, our GFCB Administrative Council asks that you also add the following to your course syllabi.*

### WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

**I reserve the right to make minor corrections in the event of errors to this document.**

#### **REFERENCES**

Knowles, M., "Self-Directed Learning", 1983, ISBN: 978-0842822152