

WKU - Department Analytics and Information Systems
BDAN 250: Introduction to Analytics

Course Syllabus
Spring 2023

Class Times:	Section 700:
Class Location:	Online
Professor:	Dr. Ray Blankenship
Office; Email:	GH 231, ray.blankenship@wku.edu
Office Hours:	By appointment and online
Course Website:	E-learning Website (http://blackboard.wku.edu). Please login to the system for class communications, schedule, notes, grades, and updates to this document, etc.
WKU Syllabus Info	http://www.wku.edu/syllabusinfo/
Required Text:	There is no required textbook for this course, all readings will be provided through Blackboard
Software Requirements:	1. Microsoft Excel, You can download MS Office 365 (which includes Excel) from the WKU IT division: http://www.wku.edu/it/sms/ 2. Tableau Desktop Professional (Academic License), a full copy of Tableau Desktop is also available to full-time students for free for a year, available from Tableau.

January 24, 2022 is the last day to drop this course without a grade.

March 30, 2023 is the last day to drop this course with a "W".

Problem solving, creativity, and education are enriched and improved through diversity. This applies to all stages of your career. Every person should be treated with dignity regardless of any physical or non-physical characteristic that makes them different from someone else. You have the right to be heard in the classroom / discussion boards and not be bullied by others through physical or indirect actions. I expect you to treat others the same.

Barriers to your achievements should not be based on physical or non-physical characteristics.

Course Description

This course will provide students with an introduction to data analytics and quantitative skills. These skills are prerequisites for data-driven fields of study, professional success, and everyday life. In this course, we define data literacy as "to understand, explore, and communicate with data". This course will give students the opportunity to learn through hands on experience with data and will help students share information about people, places, things, events, and phenomena, and answer questions about the world around us. This course is divided into a lecture, activities, Tableau practice, and homework assignments.

Course Objectives

- Understand the meaning of data analytics
- Become proficient in quantitative skills
- Gain knowledge of basic statistical concepts
- Develop critical thinking competency
- Learn how to communicate with data
- Gain introductory experience with Tableau

Grading

Assignment	Points
Homework Assignment	250
Activities	300
Quizzes	150
Project	300
TOTAL	1000

The grading scale will be as follows:

Letter Grade	Required Points
A	900 – 1000
B	800 – 899
C	700 – 799
D	600 – 699
F	0 – 599

*August 29, 2022 is the last day to drop this course without a grade.
October 31, 2022 is the last day to drop this course with a "W".*

Homework: Homework in this course will be given on a regular basis to reinforce the material taught in each course module.

Class Activities: Throughout the semester activities will be give covering each of the course modules.

Quizzes: A quiz will be given for each module covered in the course.

Project: A comprehensive project will be assigned based on the material presented throughout the class.

If you have issues with completing any of the above work prior to its due date, you must contact the professor a minimum of 24 hours prior to the due date of the work. If you know of an issue that will conflict with the completion of work, please contact the professor as soon as possible.

If you disagree with a grade (quiz, homework, discussion, activity, or exam), then you must contest the grade within 2 business days of it being posted to the grade book. After 2 business days have passed the grades are set and cannot be contested.

Attendance, Participation, and Discipline

Attendance: Online recordings will provide useful information – both for learning the topics covered in the course and for working on the project. The assigned reading materials alone are not likely to be sufficient for one to do well in the course. You will be responsible for all materials which includes activities, class readings, and presented material. There will be no make-up activities due to a lack of participation.

Online Participation: I expect the highest level of participation in the discussion boards.

General Guidelines for any Discussion Board Interactions:

- Give respect and dignity to all members of the online community.
- Come from curiosity and generosity, not judgment.

- Embrace multiple perspectives and a diversity of voices.
- Challenge ideas and arguments, not people.
- Agree to practice dialogue instead of criticizing each other.
- Check your assumptions about fellow members of the class. Refrain from judging and labeling.

Discipline: I expect you to be respectful and polite during any interaction you have for this class at all times. Students are expected to respect the rights of their classmates and should never exhibit any behavior that is disruptive to the learning experience of anyone.

Communication

Communication with the students will be done through E-mail, the class website, or during virtual office hours.

- **Class Website:** The Blackboard web site extensively for this class. Please go to <http://blackboard.wku.edu> and follow the "Login" instructions. Once successfully logged into Blackboard, you should find this class in your list of courses. Blackboard will be used to communicate with you for this course. Please check the site daily for announcements, reading materials, and other supplemental course information.
- **Email:** All students are required to maintain and check an Email account on a regular basis. Students are entitled to an Email account from WKU (<http://mail.wku.edu>). By default, TopNet and Blackboard treat your WKU email account as your "Preferred Account". If you don't use your WKU email account, you need to log into TopNet/Personal Information/Update E-mail Address(es) and input an address that you do use. Throughout the semester emails will be sent using Blackboard and you are responsible for receipt of them. Furthermore, make sure that you are not over quota with your WKU mailbox, since in such cases you will not be aware of the latest emails pertaining to this class.

Academic integrity

Academic integrity and honesty are essential in the development of a professional. This society is not willing to tolerate dishonest or otherwise unethical professionals. Students must attend to, and follow, the WKU code of student conduct, with special attention to academic integrity and academic honesty. They must never appropriate the ideas and work of others, including both academic sources and fellow students, without appropriate attribution or by claiming others work as their own. They must exercise complete honesty in following the conditions established by the instructor for examinations and other assignments. Finally, they must be honest with one another, be willing to be accountable for their own failures of honesty and integrity, and not tolerate such failures in classmates. Any form of Academic dishonesty will result in a "0" for the submitted work and potentially a failing grade in a course without possibility of withdrawal. Additionally, the student may be referred to the WKU Office of Student Conduct.

ADA Accommodation

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. 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 [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 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.

WKU Covid 19 Policy

All students are strongly encouraged to [get the COVID-19 vaccine](#). In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information, www.wku.edu/healthyonthehill. If you are required to quarantine due to Covid 19, please contact the professor as soon as possible.

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.

WKU Talley Family Counseling Center

The Talley Family Counseling Center provides mental health services free of charge to couples, families, individuals, and groups. Located on Western Kentucky University's campus, the Talley Family Counseling Center is housed within the Department of Counseling and Student Affairs, College of Education and Behavioral Sciences. Graduate students enrolled in counseling programs within the Department of Counseling and Student Affairs provide counseling under supervision of licensed mental health professionals. The Talley Family Counseling Center can be contacted at 270-745-4204 or at <https://www.wku.edu/talleycounseling/>.

WKU Intercultural Student Engagement Center

The Cynthia and George Nichols III Intercultural Student Engagement Center (I.S.E.C.) promotes a culturally inclusive campus environment, cultural awareness and competence, inter-group dialogue, engagement and intercultural interaction, and supports lifelong learning about self and others. The

office serves as a hands-on recruitment and retention resource for the many cultural, religious/spiritual, and identity groups reflected within the WKU community. The center provides student support services to foster academic success and sponsors culturally based celebratory events. Staff within I.S.E.C. carry out programmatic initiatives designed to increase the cultural competency of students, faculty, and staff. Additionally, center staff manages respectful spaces for students to learn about themselves and others through meaningful experiences, dialogues, and opportunities for growth. The I.S.E.C can be contacted at isec@wku.edu or <https://www.wku.edu/isec/>.

WKU Military Student Services

WKU Military Student Services have been serving students in 2011 with the mission to provide personalized support for all our military, veterans and dependents. Their goal is to provide comprehensive support for students to succeed at WKU, from the point of inquiry through graduation and ultimately on to a productive career. They can be contacted at 270-745-2180 or at <https://www.wku.edu/veterans/>.

Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Additional Course Policies

1. The professor reserves the right to make changes to the syllabus or schedule as necessary; it is your responsibility to be aware of these changes.
2. It is your responsibility to be familiar with the academic calendar as posted on the WKU website https://www.wku.edu/registrar/academic_calendars/
3. Problems with Blackboard should immediately be reported to Information Technology Services at (270)745-7000.

BDAN 250 is a core curriculum course with multiple sections. The content including this syllabus was designed primarily by Dr. Sean Marston, Dr. John Erickson, and Dr. Lily Zhuhadar.