

BDAN 250: Introduction to Analytics  
WKU - Analytics and Information Systems Department  
**Online Course Syllabus**  
Spring 2024

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<b>Class Identifier:</b>	Section 703
<b>Class Location:</b>	Online
<b>Instructor:</b>	Mr. Jim Lindsey
<b>Office; Email; Phone:</b>	Grise Hall, room 218; <a href="mailto:jim.lindsey@wku.edu">jim.lindsey@wku.edu</a> ; 270-282-5419 (You may call me but I don't want to text with you. The only exception will be if I ask you <i>via email or a call</i> to text me a doctor's note.)
<b>Online Office Hours:</b>	Online via Zoom ( <a href="https://wku.zoom.us/j/93073591151">https://wku.zoom.us/j/93073591151</a> ) or at my office – Tuesdays and Thursdays, 10:30 am – 11:30 am. Also, by appointment.
<b>Course Website:</b>	E-learning Website ( <a href="https://wku.blackboard.com">https://wku.blackboard.com</a> ). Please login to the system for class communications, schedule, notes, grades, updates to this document, etc.
<b>WKU Syllabus Info</b>	<a href="http://www.wku.edu/syllabusinfo/">http://www.wku.edu/syllabusinfo/</a>
<b>Required Text:</b>	There is no required textbook for this course, all readings will be provided through Blackboard
<b>Software Requirements:</b>	1. Microsoft Excel, You can download MS Office 365 (which includes Excel) from the WKU IT division: <a href="http://www.wku.edu/it/sms/">http://www.wku.edu/it/sms/</a> 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.

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*IMPORTANT: This course site will be using the Ultra Experience within Blackboard. As a result, the course site may look different from what you are accustomed. It has a simpler layout, and its various components are easy to access. Please review the [Introduction to Blackboard Learn with the Ultra Experience for Students video](#).*

### 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, discussion, in-class 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

Your grade for the course will be determined according to the following scheme:

Assignment	Points
Homework Assignments	250
Activities	300
Quizzes	150
Projects	300
<b>TOTAL</b>	<b>1000</b>

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

*January 23, 2024 is the last day to drop this course without a grade.*

*March 28, 2024 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 completed 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.

### Mr. Lindsey’s Drop and Replace Policy:

- At the end of the semester, Mr. Lindsey will automatically drop and replace your lowest Class Activity grade with the next lowest Class Activity grade.
- At the end of the semester, Mr. Lindsey will automatically drop and replace your lowest Quiz grade with the next lowest Quiz grade.

The drop and replace policy is intended to be used for students who miss an event for **any** circumstance. For example, the policy is intended to help you if you miss something because you are sick, have to travel, simply forget to do something, etc. Please note that the policy only works once. If you miss two (or more) events, then your final grade will be calculated with the two (or more) grades of zero.

Please note that other graded events (e.g., Homework Assignments and Projects) are NOT included in this drop and replace policy.

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 5 business days of it being posted to the grade book. After 5 business days have passed the grades are set and cannot be contested.

### Personal Diversity Statement

As stated in the WKU strategic plan, diversity, equity, and inclusion is an important part of WKU's culture and success. I am committed to fostering diversity, equity, and inclusion at WKU through my interactions with my students and colleagues. Equity and inclusions are part of my core beliefs that drive me to create a culture and environment that allows everyone to be their authentic selves, especially in the classroom. In my class, I strive to create an atmosphere that is inclusive of everyone, making it comfortable for all to learn and discuss topics from their points of view. Everyone is a valued member of this class, the experiences each of us bring is an important part of our learning and will enrich the knowledge you gain from this course. I expect everyone to be respectful of their colleagues in this course.

### Class Attendance, Participation and Discipline

**Attendance:** This is an online class so we will never meet in person for class. My office is in Grise Hall on WKU's campus in Bowling Green, KY. I would love to meet you, please stop by to say hello if you can but doing so is not required. Also, you can stop by to ask questions during office hours or make an appointment to meet.

**Participation:** You participate in this course via Blackboard *throughout* the week. Exactly what that looks like will differ from student to student, but you are responsible for getting all the work done. Personally (me as a student), I find online classes harder than face-to-face classes. If you would do better in a face-to-face environment, take the class that way. If you choose to stay in this course, I recommend that you work on this class regularly, three or four times per week for 45-60 minutes per session. Make a schedule and stick to it.

**Discipline:** I expect you to be respectful and polite during any interaction you have for this class. There is an optional discussion board for class questions and answers. This is the part of this course in which you may interact with classmates. 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, and during office hours (online or in-person).

- **Class Website:** The Blackboard web site extensively for this class. Please go to <https://wku.blackboard.com> 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 (<https://www.wku.edu/its/webmail>). 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.

- **Online Office Hours:** You can talk with me via Zoom on Tuesdays and Thursdays from 10:30 am to 11:30 am. The Zoom address is <https://wku.zoom.us/j/93073591151>. If that time conflicts with your schedule, call or email me to schedule a time that will work. You are welcome to come by my office at those times too; that would be faster and easier.

### **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 assessments 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.

### **Generative Artificial Intelligence**

In general, I expect that the work you submit in this class will be your own and you are not authorized to use artificial intelligence (AI) tools such as ChatGPT, Perplexity, Google Bard, and Bing AI. However, there will be specific assignments or activities in which we will utilize these tools to enhance your learning experience. In these instances, I will provide you with additional information about the assignment and how AI will be employed and cited. Again, unless permission is granted, you are expected to complete assignments without substantive assistance from others, including AI tools.

Artificial intelligence (AI) tools such as those listed above may be used for in-class discussions with appropriate citation, but not for graded activities. If you are unsure if you are using AI tools appropriately in this course, I encourage you to visit with me. Examples of how to cite AI tools are available at <https://libguides.wku.edu/stylewrite/ai>.

### **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](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 [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 or Michael Crowe, 270-745-5429. 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.

### **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>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

### **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](mailto: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/>.

### **Additional Course Policies**

1. I reserve the right to make changes to the syllabus or schedule as necessary; it is your responsibility to be aware of these changes (check Blackboard regularly).
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](https://www.wku.edu/registrar/academic_calendars).
3. Problems with Blackboard should immediately be reported to Information Technology Services at (270)745-7000.

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:

- Weekly synchronous sessions with faculty and students,
- Weekly announcements, and
- Weekly lecture videos.

### **Acknowledgements**

BDAN 250 course content was developed by Sue Kraemer. She is Tableau Software's Instructional Designer for the Academic Programs team. Prior to joining Tableau, Sue Kraemer taught Statistics and Data Visualization courses at University of Washington Bothell (UWB) and currently remains an Affiliate Faculty member in the Division of Nursing and Health Studies at UWB. Her profile page is available at <https://www.tableau.com/about/blog/contributors/sue-kraemer>.

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.