BDAN 250: Introduction to Analytics

Course Syllabus

Instructor: Steve Parris

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Keep this syllabus with your course materials at all times and refer to it first for any questions you may have. I am an adjunct instructor based in the Elizabethtown area so I do not have office hours on campus. However, I am available to answer your questions via e-mail. Please do not hesitate to ask for clarification on any subject.

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 lecture, activities, quizzes, Tableau practice, and homework assignments. A comprehensive project will be assigned based on the material presented throughout the course.

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

MODE OF INSTRUCTION

This course is delivered in an online format. The course is available at the following website: https://wku.blackboard.com. 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 is a much simpler layout and the various components are easy to access.

COURSE MATERIALS

Required Text:	There is no required textbook for this course, all readings will be provided through Blackboard
Software Requirements:	Microsoft Excel, You can download MS Office 365 (which includes Excel) from the WKU IT division: http://www.wku.edu/its/software
	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. Details for downloading Tableau are in the course material.

GRADING AND EVALUATION PROCEDURES

This course is divided into lecture, activities, quizzes, Tableau practice, and homework assignments. A comprehensive project will be assigned based on the material presented throughout the course.

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

The grading scale is:

A = 900-1000
B = 800-899
C = 700-799
D = 600-699
F = 599 and below

You are responsible for tracking your own grades.

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

Class Activities: Throughout the semester activities will be given 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 instructor as soon as possible.

COMPUTER ACCESS

This course requires each student to make use of software tools and the Internet. All required resources are available either in the general Student Computer Labs across campus and on WKU Extended campuses. Lack of hardware, software and Internet connectivity at home to complete any assignment is not an acceptable excuse! You may work from any location you prefer (home, work, etc…), but you will need access to MS Office software. You should use only the current version of MS Office.

I recommend using a Windows PC for this course. You can use an Apple computer but you must use the MS Excel program for Apple computers.

As a student at WKU you may download, at no cost, a fully functional copy of MS Office, also called Office 365. Follow this link for information: https://www.wku.edu/its/software/

E-MAIL

As a student, you are assigned an email account within the WKU network. All students must check their student email account daily for updated information about the course. Throughout the term, communications will be sent using this medium and each of you is responsible for receipt of these messages. **All email communication to me must be through your student e-mail account.**

COURSE WEB-SITE
(Blackboard Site)

We will use the WKU Blackboard Site to administer this course. You must go to https://wku.blackboard.com and follow the "Login" instructions. This site will be the primary means for course materials, announcements, scores, reading materials and supplemental course information. **Be sure and check this site regularly!**

ATTENDANCE and POLICIES

Attendance is defined as active participation in all course activities, including but not limited to, completion of assignments, and viewing e-lectures. Reading the syllabus and schedule is mandatory during the first week of class.

Assignments are due and must be uploaded to the appropriate location by the announced due date. Your assignments must be uploaded to the correct location to receive a grade. Don't email your assignmet to me unless I instruct you to.

The course policies apply to all students. Students experience personal illnesses, a family crisis, work schedule problems, automobile trouble, and similar "life" situations every semester. These are not typically unusual circumstances and do not warrant exceptions to course policies. Good planning and proactive efforts on the part of the student can avoid many of the problems that arise from these situations.

I cannot diagnose problems with your computer. If your computer is not functioning correctly, go to the nearest lab to do your coursework. **A malfunction of your personal computer is not a reason for not completing an assignment on time.**

ADDITIONAL COURSE POLICIES

- The instructor reserves the right to make changes to the syllabus or schedule as necessary; it is your responsibility to be aware of these changes.
- Any grade may be contested for 5 days after it is initially posted.
- It is your responsibility to be familiar with the academic calendar as posted on the WKU website: https://www.wku.edu/registrar/academic_calendars/
- Exceptions will not be made regarding late adds, drops, or final exam conflicts.
- Incompletes and deadline extensions will not be allowed in this course except in rare emergencies.

ACADEMIC DISHONESTY

Cheating is defined as submitting another student's work regardless of the circumstances. All materials submitted for grading must be 100% the work of the submitting author. Students who choose to share computers (or other resources, e.g. USB drives) should be aware that they are responsible for ensuring that they download their own personal, initial version of the file(s) needed, and that they submit their work and not another student's work. The Simnet site includes a cheating detection algorithm that flags any file submitted that is not an individual's original download and work. Additionally, the student may be referred to the Dean of the College of Business and/or the University Dean of Students for additional disciplinary action.

UNIVERSITY POLICIES

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. Please do not request accommodation 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.

COVID-19

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

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 270-745-2548.

Regular and Substantive Interaction

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 announcements
- Timely and detailed feedback on assignments
- Detailed instructional videos

IF YOU NEED ASSISTANCE

I am an off-site adjunct instructor, so I do not have an office on campus. Hence, I do not have office hours. I check email several times a day through the week and at least once daily on weekends. If you encounter difficulty understanding any of the course material, you should contact me immediately via email. I will assist in any way necessary to help you understand the material.

Don't procrastinate. Get started on your assignments as soon as possible. Then if you have problems with the assignment, you still have time to get assistance and get the assignment turned in on time. Don't wait until an assignment is due to ask for assistance.

A tutoring center for this course is available. This link provides details about the tutoring center: https://www.wku.edu/business/tutoring/

Acknowledgements

BDAN 250 course content was developed by Sue Kraemer.

Sue Kraemer is Tableau Software's Instructional Designer for the Academic Programs team. She is an Affiliate Faculty in the School of Nursing and Health Studies at UW Bothell, and a founding Member of Community Data Co-op. She previously was faculty in the School of STEM and Nursing and Health Studies at University of Washington Bothell and taught Statistics, Data Visualization, Bioinformatics, Women in STEM, and Center for University Studies and Programs (CUSP) Natural Sciences Introductory course. Sue also led undergraduate research projects in malaria genetics and

pharmacogenetics. For fun, Sue is a Master Gardener and Instructor in the Growing Groceries Program King County, Washington.

Here is a link to Sue's profile: 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.