

## BDAN 250: Introduction to Analytics (Section 10)

### Course Syllabus (Spring 2026 Semester)

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**Class Times:** 12:40 pm to 1:35 pm (MWF), Jan 20, 2026 to May 7, 2026

**Class Location:** CHAN 2059

**Professor:** Dr. John Wesley Hostetter

**Email Address:** [john.hostetter@wku.edu](mailto:john.hostetter@wku.edu)

**Office:** CHAN 3055

**Office Hours:** Monday & Wednesday 2:00 pm to 3:00 pm, or by appointment

**Course Website:** Please log in to and regularly monitor the course at <http://blackboard.wku.edu/> to receive class communications, schedule, notes, grades, and updates.

**WKU Syllabus:** <http://www.wku.edu/syllabusinfo/>

**Attendance:** Mandatory.

**Technology:** Electronics (e.g., mobile devices, laptops) are not permitted during class lectures as they may negatively alter learning outcomes for all in attendance.

**Required Text:** There is no required textbook for this course; all readings will be provided via Blackboard. If I assign you material to read, it is *not* optional.

**Required Materials:** [You need to bring a fully-operational computer/laptop to class](#), and should have a means of charging this device on hand if its battery source begins to deplete. I will also always expect and assume you have immediate access to a notebook and pen/pencil, as well; your note-taking must be done with notebook and pen/pencil.

**Required Software:** This is only a tentative list of required software, but I do not anticipate you needing to purchase any licenses, software, or other digital products for this course. I reserve the right to rescind this statement at any time and, at my sole discretion as the instructor, change the required software should I deem it necessary. Please install the following onto your computer device and ensure they are in working order:

1. Microsoft Excel
2. Tableau Desktop Professional (Academic License)

All of this software *should* be free for you to access and use.

You can download Microsoft Office 365 (which includes Excel) from the WKU IT division: <http://www.wku.edu/it/sms/>

A full copy of Tableau Desktop is also available to full-time students for free for a year, available from Tableau: <https://www.tableau.com/academic/students>

However, I am also working with Tableau to receive a batch of student course licenses. I will notify you when these are available and provide instructions.

**Last Day to Drop<sup>1</sup>:** Tuesday, January 27

**Last Day to Withdraw<sup>1</sup>:** Friday, April 3

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<sup>1</sup>The academic calendars of Western Kentucky University may change without notifying me, and, as such, it is possible I am uninformed of the most recent dates. It is *your* responsibility to seek out this information, as university calendars, policies, and restrictions will always supersede the course syllabus and/or itinerary. Please inform me as soon as possible should this apply.

## 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 read, write, and communicate with data”. This course will provide students with the opportunity to learn through hands-on experience with data, enabling them to share information about people, places, things, events, and phenomena, as well as answer questions about the world around us. This course is divided into lectures, discussions, in-class activities, Tableau practice, homework assignments, quizzes and a project.

## Course Objectives

1. Understand the meaning of data analytics
2. Become proficient in quantitative skills
3. Gain knowledge of basic statistical concepts
4. Develop critical thinking competency
5. Learn how to communicate with data
6. Gain introductory experience with Tableau

## Coursework and Grading

My interest is helping you succeed in the classroom, and hopefully, preparing you for post-graduation life. To determine whether I am achieving this, I must assess your knowledge and understanding to adequately measure your overall learning. Thus, it is imperative that we remind ourselves that the point of graded assessments is to demonstrate material mastery. Artificial intelligence (AI) tools (e.g., ChatGPT) do not know facts — only what they look like. The future will still require your critical thinking in order to validate, or refuse, AI output.

This course will assign *homework* on a regular weekly basis to reinforce the material taught each week. Throughout the semester, we will also have *class activities* to further practice the material; I intend for these to take place during scheduled class meetings. Weekly *quizzes* will be provided to test your knowledge. Lastly, you will also need to complete a comprehensive *project* that utilizes many of the concepts introduced in this course; it will be completed across several milestones. Ultimately, a *presentation* will then be given based on your completed project.

Additionally, I want to keep you captivated and engaged with the course material to reinforce your comprehension. The sincere and genuine act of *note-taking* is required; submission of notes will occur at the end of every module’s corresponding lecture.

Late submissions will not be accepted, and zeros will automatically be assigned for work not completed on time. It is the responsibility of the student to anticipate and resolve technical issues, including accessing reliable internet, well before due dates, to allow for on-time completion of work. The receiving of submissions will be handled fairly and consistently for all students, so no exceptions will be made to some, but not others.

If you disagree with a grade (e.g., quiz, homework, activity, project), you must contest the grade within 3 business days of it being posted to the Blackboard course page. After 3 business days have passed, the grades are set and cannot be contested. Grades can only be contested if a mistake or error was made in the grading process.

The contribution of each assessment category is as follows:

<b>Assessment</b>	<b>Contribution</b>
Quizzes	40%
Project	20%
Presentation	10%
Homework	10%
Activities	15%
Note-taking	5%

Your final letter grade will follow the grading scale below:

<b>Letter Grade</b>	<b>Percentage</b>
A	90% to 100%
B	80% to 89.9%
C	70% to 79.9%
D	60% to 69.9%
F	0% to 59.9%

Please take note of the last day to drop or withdraw from the course, should you need it. If you *drop* the course (this is usually a much earlier deadline), then you *shouldn't* have a grade associated with this course, and it *shouldn't* appear on your academic transcript. If you *withdraw* from the course, this will be reflected on your academic transcript with a “W”. Please feel free to reach out and speak with me should you have any concerns with your grade. I also encourage you to speak with me or an academic advisor before you decide to drop or withdraw from the course.

## **Attendance, Participation, and Discipline**

Attendance is mandatory, so your overall participation is expected and required to succeed in this course. Your undivided attention is required at all times during class meetings and lectures. The use of electronic devices is restricted only to their appropriate use related to the course material. Simply reviewing the assigned reading materials alone is insufficient to achieve a satisfactory grade in this course, as a substantial portion of the content may only be delivered during the in-person lectures. 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. If you are causing a disruption in the class, you may be given a warning or asked to leave.

Student participation in class discussions is crucial because it introduces alternative viewpoints and helps clarify concepts for the class as a whole. I expect the highest level of participation in the discussions, whether in-person or online. You should complete the assigned readings and be ready to answer questions related to the readings. Below are general guidelines for class interactions I expect you to honor when talking with others:

- Give respect and dignity to all members of the 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 other people.

You must remain compliant in accordance with the [WKU Student Code of Conduct](#) at all times.

## Communication

Communication will be conducted during class meetings and office hours, or through the Blackboard course page, email, as well as any other WKU-affiliated channels. Emails sent to me will only be reviewed and responded to during typical business hours, unless the university is closed or I have communicated some other unavailability. Please allow sufficient time for me to review and respond, but you may follow up if two or more full business days have elapsed and I have not replied; it is possible I need a reminder if I have lost your email in my inbox.

- **Course Website:** Blackboard will be extensively used and is likely the primary means of communication for all matters related to this course. Please visit <http://blackboard.wku.edu> and follow the “Login” instructions. Once successfully logged into Blackboard, this course will be in your list of registered courses. 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 receiving 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 Student Code of Conduct](#), with special attention to academic integrity and academic honesty. Students 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. Students must exercise complete honesty in following the conditions established by the instructor for examinations and other assignments. Finally, students 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.

## Limited or Specific Use of AI Permitted

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. 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.

Some AI tools, such as Grammarly's AI-powered grammar checker, are permitted for use in checking or improving grammar with appropriate citation, but not for writing substantial amounts of text. If you are unsure if your AI tool is compliant with this policy or 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 (SARC) 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.

## Pregnant and Parenting Students

Western Kentucky University (WKU) does not discriminate against any student or exclude any student from its educational programs or activities, including classes or extracurricular activities, on the basis of pregnancy and/or pregnancy-related conditions such as, but not limited to, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom. Students who seek pregnancy or pregnancy-related accommodations should make their requests as soon as possible via WKU's Title IX Website at [www.wku.edu/titleix/](http://www.wku.edu/titleix/) under the heading, "Pregnancy or Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at [ena.demir@wku.edu](mailto:ena.demir@wku.edu) or by phone at (270) 745-6867 to request accommodations or seek assistance. We encourage students and faculty to work together to establish a plan that allows the student to complete the class and coursework without jeopardizing academic integrity and course standards. The Title IX Coordinator can help facilitate conversations between students and faculty regarding appropriate and reasonable accommodations.

If you are a WKU student and believe that you have experienced an incident(s) of discrimination or harassment based on pregnancy (or pregnancy related conditions or issues), please report it to the Title IX Coordinator via email at [ena.demir@wku.edu](mailto:ena.demir@wku.edu) or by phone at (270) 745-6867.

Additional resources for pregnant and parenting students can be found on WKU's Title IX Website at [www.wku.edu/titleix/](http://www.wku.edu/titleix/).

## 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.

Additional resources concerning sexual harassment, sexual assault, dating and domestic violence, or stalking are available at: <https://www.wku.edu/titleix/>.

## **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 by calling 270-745-3159 or using 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 the 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 manage 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 has been serving students since 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 of all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions are provided through at least two available methods:

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 that is posted on the WKU website ([https://www.wku.edu/registrar/academic\\_calendars/](https://www.wku.edu/registrar/academic_calendars/)).
3. Issues with Blackboard should promptly be reported to Information Technology Services at (270)745-7000.

## Acknowledgments

This course, BDAN 250, is a core curriculum course with multiple sections. The content, including this syllabus, was primarily designed by Dr. Sean Marston, Dr. John Erickson, Mr. Jim Lindsey, and Dr. Lily Zhuhadar. Much of the course material will also leverage a software called Tableau. To this end, [Sue Kraemer](#), a Tableau Software's Instructional Designer for the Academic Programs team, has developed many of the materials on Tableau and other related documents. Additional course materials have been created and prepared by me as well.