WKU Analytics & Information Systems

BDAN 250: Introduction to Analytics
Course Syllabus
Spring 2025

Course Structure

Class Times:	Web Course Delivery
Professor:	Jessica Spears
Email:	Jessica.spears@wku.edu
Office Hours:	By Appointment—feel free to email me to schedule a meeting.
Course Website:	E-learning Website (https://wku.blackboard.com/). Please login to the system for class communications, schedule, grades, updates to this document, etc.
WKU Syllabus Info:	http://www.wku.edu/syllabusinfo/
Required Text:	There is no required textbook for this course; All reading material will be provided through Blackboard.
Hardware Requirements:	Beginning in Fall 2024, the Gordon Ford College of Business moved to a "bring your own device" model. All students are required to have a laptop for coursework. https://www.wku.edu/business/computer-requirements.php

The software for this class does not work on an iPad or Chromebook, so please find a PC or Mac onto which you can download software for this class.

WKU's TopperTech office also offers loaner laptops to WKU students at no cost. Students are allowed to reserve one computer for up to 16 weeks at a time (one full fall or spring academic semester). For more information on TopperTech's laptop reservations, please visit their website here: https://toppertech.wku.edu/reservations |
| Software Requirements: | 1. Microsoft Excel & PowerPoint. If you don't have Excel and PowerPoint on your computer, you should download the full version of MS Office 365 (which includes Excel and PowerPoint) for free from the WKU IT division: http://www.wku.edu/it/sms/ The limited free online version of Excel from Microsoft will not work for most of the assignments in this class, so please access the free full version from WKU IT instead. You will need to use PowerPoint to access the lecture slides and to complete your final project.

2. Tableau Desktop Professional (Academic License), a full copy of Tableau Desktop is available free from Tableau. The access key will be provided in Blackboard. |

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 "the ability to explore, understand, and communicate with data in a meaningful way." This course will allow students 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 modules, which include lectures, activities, assignments, quizzes, and a course project.

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.

Activities: Activities will be assigned covering each module.
Assignments: Assignments in this course will be given regularly to reinforce the material taught in each course module.
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. Portions of the project will be completed throughout the course and culminate in a final report and presentation at the end of the semester.

Activities, Assignments, Quizzes, Milestones, and the Final Project will typically be available on Blackboard at least 11 days before their due date, providing plenty of time to complete them before they are due. As such, <u>late work will not be accepted, and zeros will automatically be assigned for work not completed on time</u>. 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.

If you disagree with a grade (quiz, homework, activity, project), 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.

Grading

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

Assignment	Points
Homework Assignments	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	599 and below

January 28, 2025, is the last day to drop this course without a grade. April 3, 2025, is the last day to drop this course with a "W".

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 sufficient for one to do well in the course. You will be responsible for all materials, including class readings, presented material, activities, assignments, and quizzes. **There will be no make-up work allowed due to a lack of participation.**

Communication

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

- **Class Website:** The Blackboard website is used 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, assignments, grades, and feedback on assignments.
- **Email:** 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 student is responsible for receipt of these messages. All email communication to me must be through your student e-mail account.

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.

The U.S. Department of Education requires that distance education courses 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 provided within one week of submission
- Detailed instructional videos

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 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 the possibility of withdrawal. Additionally, the student may be referred to the WKU Office of Student Conduct.

Use of AI is Not Permitted:

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 to complete any of your work for this class. The use of AI to complete work in this class will be considered academic dishonesty and will result in a "0" for the submitted work and potentially a failing grade in a course without the 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 [270745-3030 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.

Pregnant and Parenting Students

Western Kentucky University 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/ 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 or by phone at (270) 745-6867 to request accommodations or 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 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/.

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.

Acknowledgments

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 the 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 at Western Kentucky University. The content was designed primarily by Dr. Sean Marston, Dr. John Erickson, Mr. Jim Lindsey, and Dr. Lily Zhuhadar.