BAAS 408 Data Visualization
COURSE SYLLABUS: Spring 2025

INSTRUCTOR INFORMATION
Instructor: Tina Lancaster
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East Texas A&M University Email Address: Tina.Lancaster@tamuc.edu
Office Location: Virtual
Office Hours: 10 a.m. – 8 p.m. Monday-Saturday
Preferred Form of Communication: Email
Communication Response Time: 24 Hours or Less (Grading of assignments is typically not completed in 24 hours or less)

COURSE INFORMATION

Course Materials

This course does not require texts; videos and readings are provided within D2L, and the software is free to students. You will need to download Tableau. **If you have not already, download and install MS Office 365. It is available in Apps in Leo. You will need Word, Excel, and PowerPoint.**

Course Description

This course will provide intermediate skills in Data Visualization using Tableau. Students will develop visualizations from existing data and learn to use charts, graphs, maps, dashboards, and stories.

Student Learning Outcomes
Completion of this course provides the student with the knowledge to:

1. Articulate best practices in data visualization.
2. Develop and interpret a wide range of charts and graphs in Tableau.
3. Enhance and customize visualizations as needed for a specific business context.
4. Visualize and interpret spatial data.
5. Verbally communicate persuasive, data-driven business insights supported by Tableau visualizations.

STUDENT RESPONSIBILITIES FOR COURSE

Instructional Methods

This course is an online course. To be successful in it, you must read and review all content and course modules. All assignments and quizzes (both graded and ungraded) must be completed by the due date specified. Please email the instructor for any assistance or support.

CWID and Password

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Technology-Related Issues

Personal computer and internet connection problems do not excuse the requirement to complete all coursework promptly and satisfactorily. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, an ETAMU campus open computer lab, etc.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Minimal Technical Skills Needed

For this course, students will need reliable computers and internet access. They must also be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

Learning Management System (LMS) – D2L

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements:

- View the Learning Management System Requirements Webpage.
- Learn more on the LMS Browser Support Webpage.

Technical Support

If you are having technical difficulty with any part of Brightspace, don't hesitate to contact Brightspace Technical Support at **1-877-325-7778.** Other support options are available on the Brightspace Support Webpage.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

This is an online course; therefore, expect most communication to also be online. If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your "myLeo" mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. The instructor will make every effort to respond to emails within 24 hours, provided the correspondence follows the requirements listed below. Students are encouraged to check their university email daily.

Include the Following in Emails with Instructor:
- Course name and subject in the subject line (ex. EDCB 517 – Posttest)
- Salutation (Good afternoon, Dr. Jackson)
- Proper email etiquette (no "text" emails – use proper grammar and punctuation)
- Student name and CWID after the body of the email (possibly add to student signature on email)

CID Studio

The CID Studio is in D2L and available to all CID students. The CID Studio contains modules intended to support and inform students on their educational journey.

CID Studio Link – Please contact your advisor if you need access.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy
The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail online in the Student Guidebook.

Students should also consult the Rules of Netiquette Webpage for more information regarding how to interact with students in an online forum.

ETAMU Attendance
For more information about the attendance policy, please view the Attendance Webpage and the Class Attendance Policy

Academic Integrity
Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:
Undergraduate Academic Dishonesty 13.99.99.R0.03
Undergraduate Student Academic Dishonesty Form

CID Policy on Academic Integrity
Academic dishonesty includes cheating, complicity in cheating, multiple submissions (or substantial portions) of the same work for credit without authorization, submitting another's

work, plagiarism, submitting algorithmically (AI) plagiarized work, and other acts that may reasonably be called academic dishonesty.

- Students who commit academic dishonesty will receive a grade of 0 for the assignment in the course and be issued a Written Warning that is reported to the CID Assistant Dean's office and listed in a database.
- If the student does NOT have a previous Written Warning for academic dishonesty reported in CID courses and has additional attempts available for the assignment, the student may resubmit the assignment (this applies to CBE courses only).
- If the student has a Written Warning of academic dishonesty reported in CID courses, the student may NOT resubmit the assignment, and the instructor will follow the procedure detailed in Policy 13.99.99.R0.03 for Undergraduate Academic Dishonesty and report the incident to the Provost Office.

Use of Artificial Intelligence

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
East Texas A&M University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu
Website: Office of Student Disability Resources and Services

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit **www.tamuc.edu/counsel**

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.

GRADING

The following items will be used to calculate the final grade in the course.

Item	Worth
Homework assignments	**50%**
Module Quizzes	**10%**
Discussion Posts	**10%**
Final Project	**30%**
Total	**100%**

Grading Scale
A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = 50% and below

Activities	Assignments	Due Date
Read the syllabus Respond to the student introductions and academic honesty policy.	Upload your introduction links. Respond to the honesty policy note changes there.	01/18/2025
Module 1 Downloading Tableau	Download Tableau and check your Leo mail for access codes.	01/18/2025
Module 2 Understanding Data	Review Video Respond to the Discussion Prompt Complete the Quiz	01/25/2025
Module 3 Getting Started with Tableau	Download the Global Superstore Excel file Review Videos Complete the Quiz	02/01/2025
Module 4 Data Types	Read White Paper, Good Enough to Great Watch the Video on data types, discrete and continuous. Complete the Quiz over White Paper and video Discussion Exercise	02/15/2024
Module 5 Charts	Watch the video Download the file Prepare the homework and upload Complete the Quiz	03/01/2025
Module 6 Data Analysis, Dashboards, and Intro to Maps	Download the file provided Complete the exercise and upload Review the video Complete the second exercise and upload	03/22/2025
Mid-Term		03/29/2025
Module 7 Calculated Fields	Download and open the files Follow along and review the video Download, complete, and upload Exercise.	04/05/2025
Module 8 Maps	Download the files, complete the exercises, and upload them.	04/12/2025
Module 9 Using AI	Use Julius.ai	04/26/2025
Final Airbnb	Complete the exercise	05/05/2025