BUSA 547 DATA VISUALIZATION
COURSE SYLLABUS: Spring, 2026

INSTRUCTOR INFORMATION

Instructor: Mary Lind
Office Location: Remote
Office Hours: Monday 10-12 AM
Office Phone: 336-303-8006
Office Fax: 336-464-2328
University Email Address: mary.lind@etamu.edu
Preferred Form of Communication**: email**
Communication Response Time:24 hours

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook in the course.
Tableau Software provided in the course but you need a Windows or Apple computer (no notebook or Ipad)
Optional Texts and/or Materials: All documents are in the course.

Course Description

Student Learning Outcomes
1. Determine best practices when using data visualizations
2. Build and evaluate data visuals to include interactive dashboards
3. Utilize data to craft stories that solve or inform business intelligence

COURSE REQUIREMENTS

Minimal Technical Skills Needed
This course requires:

The *syllabus/schedule are subject to change.*

a personal computer (Windows or Mac) (No Chromebook or IPAD)
Internet connectivity
knowledge of the Internet
knowledge of email.

Instructional Methods

Weekly Zoom Session (Time to be posted in courseroom)
Weekly Assignments

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = 59% or Below

Total points corresponding to the final letter grades
A = 451- 500 Points
B = 401- 450 Points
C = 351- 400 Points
D = 301- 350 Points
F = 300 & >   Points

Weights of the assessments in the calculation of the final letter grade.
Example:
Assignments   20%
Discussions   20%
Midterm Exam   30%
Final Exam   30%
TOTAL   100%

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TECHNOLOGY REQUIREMENTS

LMS

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

LMS Requirements:
https://community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool
https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

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.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. 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, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

https://community.brightspace.com/support/s/contactsupport

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Interaction with Instructor Statement

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific 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.

University Specific Procedures

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 in the Student Guidebook.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:
https://www.britannica.com/topic/netiquette

TAMUC Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedures 13.99.99.R0.01

Academic Integrity

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

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf

Graduate Students Academic Integrity Policy and Form

Graduate Student Academic Dishonesty Form

https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.pdf

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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
Texas A&M University-Commerce
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu

Website: Student Disability Services

https://www.tamuc.edu/student-disability-services/

Nondiscrimination Notice

Texas A&M University-Commerce 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 Texas A&M University-Commerce 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 A&M-Commerce 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.
Web url:
http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf

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

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A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, 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.

http://telusproduction.com/app/5108.html

AI use policy [Draft 2, May 25, 2023]

 Texas A&M University-Commerce 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.
 13.99.99.R0.03 Undergraduate Academic Dishonesty

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Department or Accrediting Agency Required Content

COURSE OUTLINE / CALENDAR

Assessments Schedule

Course Schedule

Week/Dates/Title	Topics/Activities	Assignments
Module 1/Introduction to the Course - Identifying your Project Topic and underlying data needed	Install Tableau software. Read and review Chapter 1 and other course content provided (videos and lectures). Describe the foundations of Data Visualizations (Data, Key Performance Indicators, Charts and Written Summaries). Determine Data Set for Course Project.	Mod1Discussion Mod1 Hands on Assignment Mod1 Project – Datasets and KPI's
Module 2/Working with Data in Tableau and Determining Appropriate Aggregation Visualizations	Read and review Chapters 2-3, working with data in Tableau and moving into foundational/advanced visualizations in addition to other course content provided. Review data upload into Tableau assignment and ensure the data set is adaptable into Tableau (i.e. in Excel format or other compatible software).	Mod2Discussion Mod2 Hands on Assignment Mod2 Project

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Module3/Aggregation, Detail Calculations and Row/Table Calculations for Summarization	Read and review Chapters 4 and 5 and other course content provided. Determine the data elements for use within course project and how to summarize (illustrate visually and describe in written format) those data elements.	Mod3Discussion Mod3 Hands on Assignment Mod3: Project
Module 4/Formatting your Data within a Dashboard to illustrate and tell a story	Read and review Chapters 6 and 7 and other course content provided. Determine how the Performance Indicator elements for use within course project should be summarized and formatted to accomplish an intended message. Develop a list of dashboard objectives for the course project	Mod4 Discussion Mod4 Hands on Assignment Mod4 Project
Module 5/Trend Analysis and Forecasting	Read and review Chapters 8 and 9 and other course content provided. Examine the Performance Indicator elements' trends observed within the course project and how this will be effectively summarized and formatted to accomplish an intended message. Determine differences between trends, trend models, clustering and forecasting data results. Ensure data set chosen for course project has good data structure and identifying the types of data structures in Tableau.	Mod5 Discussion Mod5 Hands on Assignment Mod5 Project

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| Module 6/Formal Advanced Visualizations | Read and review Chapter 11 and 13 and course content provided. Choose the final format and create the visualization of the chosen data key performance indicators within Tableau. Ensure the visualization methods used (basic or advanced) align with the goals of the course project with effective summarization and formatting to accomplish an intended message. Understand the differences between several types of advanced visualization methods: advanced visualizations, sheet swapping, advanced mapping techniques, and using different backgrounds or animation.

Choose presentation, exporting or visualization methods of the final dashboard within Tableau. Understand how to present the final dashboard for the course project by sharing, presenting, printing, or by other chosen distribution options. Remember to adhere to the goals of the course project with effective summarization and formatting to accomplish an intended message. Understand the differences between several types of sharing your data within Tableau | Mod6 Discussion

Mod6 Hands on Assignment

Final Exam Handson |
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Module 7/ Putting it all together!	Collectively understand the linkage from each week's tasks, objectives, discussions and assignments. Prepare and turn in the final course project report and presentation. Build upon the last six week's tasks and objectives that were performed in order to ensure the course project that is turned in reflects the choices made and tasks that were completed throughout the class.	Mod7 Discussion Mod7: Final Exam Project Due – Deliverables Word Report with links to public Tableau to show your results, twbx files, excel for data, and a video presentation of the project.

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