



Dillard College of Business Administration

Syllabus: Data Visualization, Fall 2021

MIS 5603 -X10

Contact Information

Instructor 1 (Week 1 – Week 7)

Instructor: Dr. Lin Wang

Office: Dillard 277

Office hours: Monday/Wednesday 8:45 – 9:30 am & 1:15 – 2 pm; Tuesday 9:30 – 11:30 am;
and by appointment

Office phone: (940)-397-4478

Email address: lin.wang@msutexas.edu

Instructor 2 (Week 8 – Week 14)

Instructor: Dr. Jiaxi Luo

Office: Dillard 216

Office hours: Monday/Wednesday 12:00-2:00 pm; Tuesday 10:00am-12:00pm; and by appointment

Office phone: (940)-397-6343

Email address: jiaxi.luo@msutexas.edu

Course Materials

1. **Required:** Learning Tableau 2020 – 4th Edition by Joshua N. Milligan, Packt Publishing (www.packt.com) An e-edition works as well as a print version.
2. Software: Tableau is available in Dillard lab 306, 324, and 335.
3. You must have access to the Internet. The Desire2Learn (D2L) website will be utilized extensively for submitting assignments, posting grades and communicating information about the class.
4. You must register a “Preferred” email address in Banner/WebWorld. This should be an email address that you monitor closely, since I will communicate with you periodically via email.

Course Description

This course provides an introduction and hands-on experience in data visualization. It introduces students to design and uses of quantitative data to facilitate data interpretation and decision-making through lectures, examples and exercises. Students will use Tableau Software throughout the course.

Course Prerequisites

Consent of the Graduate Coordinator.

Course Objectives

By the end of this course, you will be able to:

- Prepare “clean, clear, concise and captivating” visuals to help explain the required analysis
- Understand options and best solutions to deliver appropriate visualizations
- Work with Tableau on a broad range of projects involving complex datasets

Course Policies

1. Grading and Evaluation

Grading and evaluation for this course will be assigned as follows:

Table 1 Grading Scheme

Activity	Points
Midterm Exam	100
Final Exam	100
Group Project	100
Assignments	100
Total Points	400

Your score in this class will be based on the points you earn out of the maximum 400 points. Minimum letter grades for this course will be assigned according to the table below.

Table 2 Letter Grade Assignment

Total Points Earned	Letter Grade
360 - 400	A
320 - 359	B
280 - 319	C
240 - 279	D
0 - 239	F

Exams: Exams may be arranged online or face-to-face. Each exam may include multiple-choice, short-answer, essay questions, and producing visualizations using Tableau.

Group Project: Three students work together to deliver a professional project presentation. Each group will submit a recording of the presentation (approximately 10-15 minutes) together with the completed Tableau workbook and a written report, demonstrating the questions asked and how to use data visualization to answer these questions. Detailed instructions will be provided during the semester.

Assignments: Twelve homework will be assigned for each week after study. Ten highest will be counted, with each worth 10 points.

Missed Examination and Assignment Policy: **There is no provision for late submittals of exams and assignments in this course.** Only students with conflicts involving authorized University activities or having verified medical circumstances may ask in advance for the exception to this policy. Written verification, in either case, is mandatory. Arrangements must be made in advance, if possible. In all cases, the instructor must be contacted no later than the day of the scheduled exam/assignment, or no makeup will be allowed. At the instructor's discretion, a deduction may be assessed for a late assessment/submission.

Midterm Progress Report: In order to help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through student's WebWorld account for students who are at risk of earning a D or an F. Midterm grades will not be

reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should schedule a meeting with the professor and seek out free tutoring services from Tutoring and Academic Support (TASP), as well as the Academic Counselors.

2. Academic Integrity

Concerning academic honesty, students are referred to as the "Student Honor Creed" of the Midwestern State University Graduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. **This is an online course and requires a high level of commitment to integrity in completing assignments and taking exams.**

3. Americans with Disabilities Act

This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. See Midwestern State University Undergraduate Catalog 2014-2016. Students with disabilities must be registered with Disability Support Services before classroom accommodations can be provided. **You must provide the documentation to the instructor within the first two weeks of the semester.**

4. Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated in class and may or may not result in document changes. The number of homework assignments is subject to change. Assignment due dates and exam dates are also subject to change. The tentative schedule included with this syllabus will be changed as necessary to accommodate the progress of the class.

5. Additional Information

- Communication between a student and professor is essential, especially for online courses. Please feel free to communicate with the instructor anytime. You are welcome to see the instructor during office hours, make an appointment, and/or email anytime.
- **Campus Concealed Handgun Carry Statement** – Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's [webpage](https://mwsu.edu/campus-carry/rules-policies) at <https://mwsu.edu/campus-carry/rules-policies>.

Table 3 Tentative Course Schedule

Week	Dates	Class Topics	Instructor
1	08/23 – 08/29	Course overview; Chapter 1	Dr. Wang
2	08/30 – 09/05	Chapters 1& 2	Dr. Wang
3	09/06 – 09/12	Chapter 3	Dr. Wang
4	09/13 – 09/19	Chapter 3	Dr. Wang
5	09/20 – 09/26	Chapter 4	Dr. Wang
6	09/27 – 10/03	Chapters 4& 5	Dr. Wang
7	10/04 – 10/10	Chapter 5	Dr. Wang
		Midterm Exam Chapters 1 to 5	
8	10/11 – 10/17	Chapter 6	Dr. Luo
9	10/18 – 10/24	Chapter 7&8	Dr. Luo
10	10/25 – 10/31	Chapter 8&9	Dr. Luo
11	11/01 – 11/07	Chapter 10&11	Dr. Luo
12	11/08 – 11/14	Chapter 12	Dr. Luo
13	11/15 – 11/21	Chapter 13	Dr. Luo
14	11/22 – 11/28	Chapter 14&15&16	Dr. Luo
15	11/29 – 12/05	Project Presentation Due	
		Final Exam Chapters 6 to 16	