

Data Visualization in Business

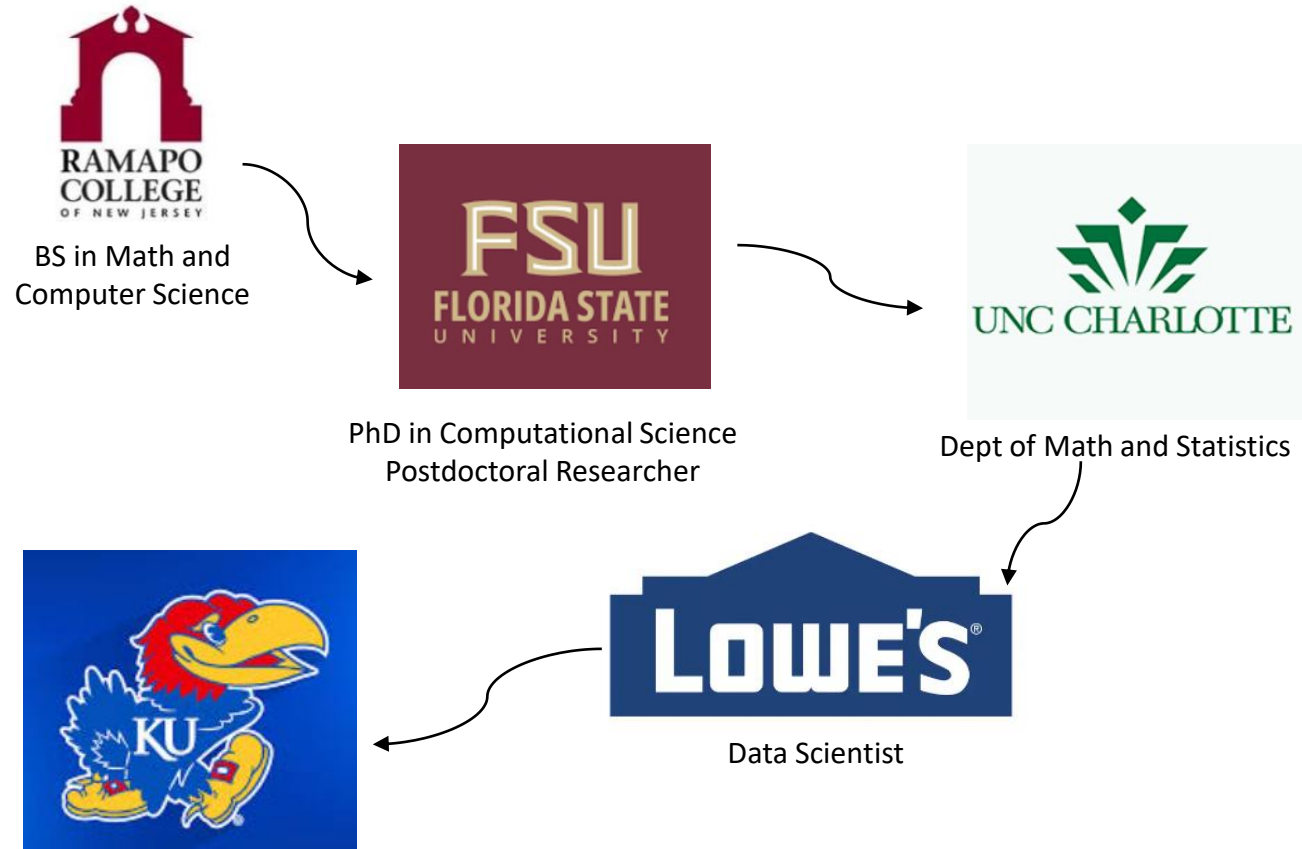
BSAN 420 Fall '25

Cross-listed with SCM 400



Introductions

Detelina Stoyanova – course instructor



Associate Teaching Professor in Business Analytics
-- BSAN/IST 440, BSAN 720, BSAN 780
Assistant Area Director for AIO

Teaching Assistants and Office Hours

This semester we have 3 amazing TAs who are here to help you succeed.

Email		Office Hours	
Folake Ojo	folakemi.ojo@ku.edu	Mondays	12:30-1:30 PM
Fabrizio Eguez	fabrizio.eguez@ku.edu	Tuesdays	3:30-4:30 PM
Mauricio Lesme	mauriciolesme@ku.edu	Wednesdays	3:00-4:00 PM

My office hours are on Thursdays at 2:00-3:00 PM in my office – CAPF 3168

Class Communication

We will communicate with you through Canvas announcements. Make sure you pay attention to these announcements.

You can also email us. Give us 24 hours to respond before you get impatient. We reserve our right to not check email on the weekends.

Why you should take this course

Visualization is an integral part of data analysis.

Professionals with visualization skills are in high demand and the demand is growing.

You can develop solid visualization skills while you are in school and require minimal supervision when you start work.

Why I like teaching this course

In my experience students are more excited about this class than programming, statistics or machine learning. Maybe because they see quick results.

It is less stress for all of us but that does not mean you should not do your best.

BSAN 420

Learning Outcomes

In BSAN 420 we will go over the rules for creating professional-looking, clean and clear visualizations.

We will also cover the 2 most popular visualization tools - **Tableau Desktop** and **Power BI**. In addition, we will explore **Tableau Prep Builder** and **Tableau Public**.

You will need to install the tools. For Tableau Desktop and Tableau Prep Builder, **there's an activation key in the module.**

Power BI has a free desktop version. It can only be installed on Windows computers. If you have a Mac, you will need to use the Virtual Desktop.



Syllabus and course structure

Syllabus

It is your responsibility to go over the policies in the course syllabus and let me know of any questions.

Course Materials

There is no required textbook for this course. The tools we will be covering in class have tons of tutorials and documentation online. You are expected to read the documentation. There will also be some videos to watch.

Attendance

If you have an emergency and need to miss class, you are responsible for going over the material you missed.

If you miss a graded in-class exercise you can submit it **by 5PM on the following day**. After that there will be a late assignment deduction.

Two late arrivals will be counted as one missed class.

If you miss 2 or fewer lectures throughout the semester you will receive **2% extra credit at the end**.

Assignments

There will be 10 assignments during the semester. You will have at least a week to complete each one.

Start early. You don't have to finish early but **you'll need time to edit your work.** Starting early will also help you resolve technical issues on time.

For every day, an assignment is late, I will subtract 10% of the assignment grade. Assignments that are more than 5 days late will not be accepted.

The assignments are not group projects. Show your individual work.

In-class Exercises

Most classes will require you to complete an exercise. Approximately once a week you will submit an exercise for a grade.

The two lowest grades will be dropped at the end of the semester.

If you miss a graded in-class exercise you can submit it **by 5PM on the following day**. After that there will be a late assignment deduction.

Submission requirements

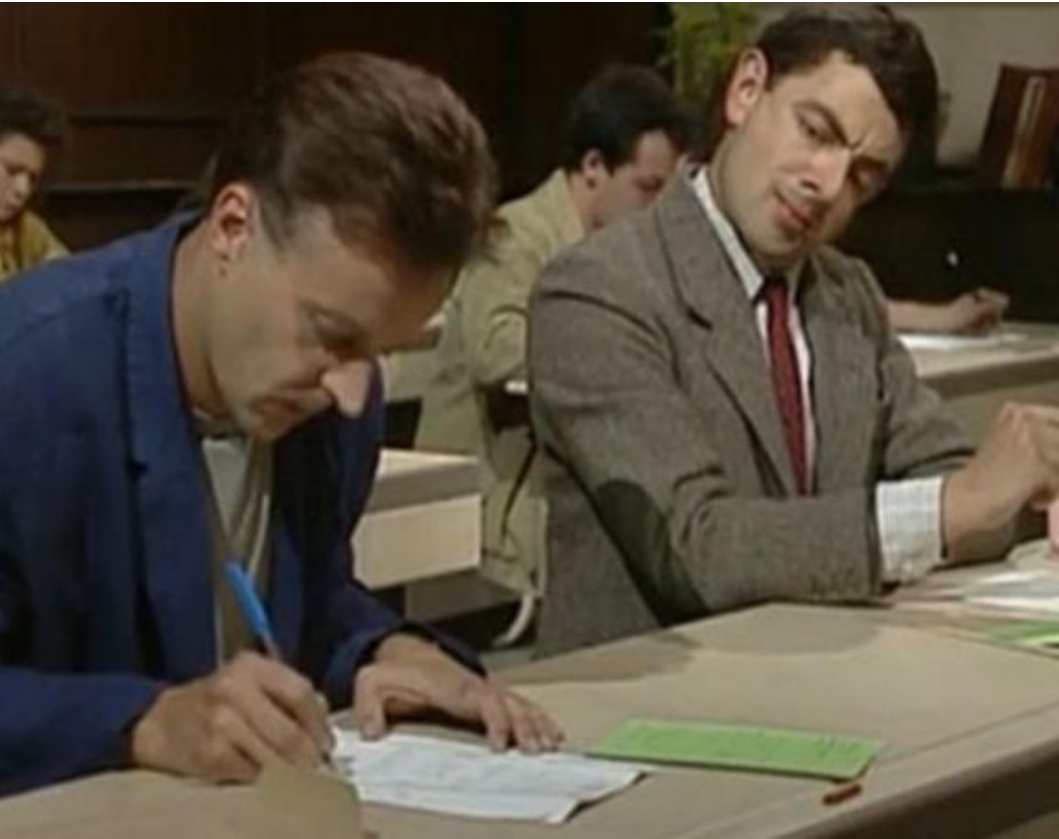
Failure to follow submission instructions will result in one of the following outcomes:

1. **Minor submission errors:** A **5-point deduction** will be applied, and the assignment will be subject to the **late submission policy** (10% additional deduction per day).
2. **Major submission errors:** The assignment will receive a **grade of 0**, and **resubmission will not be allowed**.

Similarly, if an **in-class exercise** is not submitted correctly, you may receive either:

1. **A grade of 0**, or
2. **A penalty of 2 points**, plus an additional **10% deduction per day** if it is submitted late.

The instructor reserves the right to determine whether a student will be permitted to resubmit any incorrectly submitted assignment or exercise.



Academic Misconduct

All assignments and exercises must reflect your individual work. **Using someone else's files or sharing your own work with others is strictly prohibited.** In cases of plagiarism or another academic misconduct, all involved students will receive 0 points for the assignment or exercise. Additionally, I will report the incident to the Dean's Office, and if there is a record of previous violations, the penalty may be more severe. **You are also prohibited from presenting online tutorials, dashboards, or other resources from external sources as your own work.** Any such violation will be subject to the same procedure outlined above. Exceptions to this rule apply only to assignments that specifically require you to follow a provided tutorial.

Use of AI and LLMs

You can use tools such as ChatGPT to get feedback and suggestions for your work.

Not all suggestions it provides are good so don't follow them blindly. Make sure what you do does not contradict what we have discussed in class.

If you find other ways to make use of AI in this class, please share with me. I will be happy to learn from you.

Quizzes

There are 4 short quizzes as part of your grade. Each quiz is associated with a video. You are expected to watch the video and then answer the quiz questions. You have 3 attempts. The highest score counts.

Datacamp Assignments

Datacamp is a free online platform that offers a wide range of courses and other learning tools. There are 4 courses recommended for preparing for the Tableau Exam and I am including them in this course.

Instructions on how to enroll in the Datacamp classroom page are in the module.



Exams

There will be 2 midterm exams and a final exam (which can be waived).

There will be no makeup exams.

All three exams are multiple choice format.



Tableau Desktop Specialist Certificate

You have the option to take the Tableau Desktop Specialist Certificate that **can replace your final exam if you pass**. EY Business Professional Development Program has agreed to cover the registration fee for the students who want to take the exam. If you pass you will also be awarded 50 Points.

Note: You need to be a business school student to take advantage of this offer.



Grade weights and grading scale

Your final grade will be based on:

Quizzes	5%
Datacamp assignments	10%
In-class exercises	20%
Assignments	30%
Midterm Exams	20%
Final Exam or Tableau Desktop Specialist Certificate	15%

You need 95% average to get an A. I don't grade on a curve.

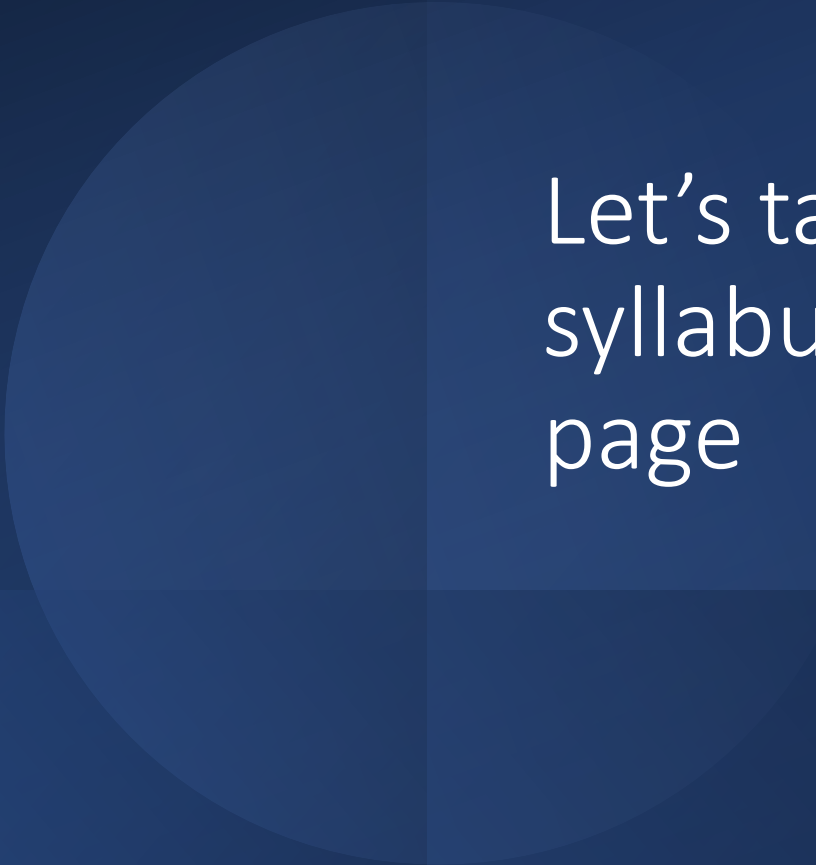
%	<60	60-66	67-69	70-72	73-76	77-79	80-82	83-86	87-89	90-94	95-100
Grade	F	D	D+	C-	C	C+	B-	B	B+	A-	A



Use of laptops

Bring your laptops to class. I will try to provide plenty of time during class to practice using the tools. Most lectures will feel like lab exercises.

However, while we are going over lecture slides or announcements, **I need your full attention, and I expect you to have your laptops closed.**



Let's take a look at the
syllabus and the Canvas
page



Questions

