

Summer 2025

Meeting days: Monday	Instructor title and name: Thea Copeland, MBA
Meeting times: 6:00 pm to 8:45 pm	Phone: (760) 653-6140
Meeting location: Mesa College, BT-215	E-mail: tcopelan@pointloma.edu
Final Exam: August 25, 2025 @ 6:00 pm	Office location and hours: Upon request

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course explores how leaders can use data to inform the decision-making process. Topics include identifying the right information, eliminating bias, understanding predictive analytics, data visualization, communicating uncertainty and addressing challenges to your data. An emphasis is placed on basic methods of gathering, analyzing and communicating data.

COURSE LEARNING OUTCOMES

The student who successfully completes this course will be able to:

1. Define “big data” and the increasing role of evidence-based decision making to support executive decision making (PLO 1).
2. Explain the differences between predictive, prescriptive, and descriptive analytics, and the organizational questions that can be answered with each approach (PLO 1).
3. Examine the processes of gathering, analyzing, visualizing and communicating data (PLO 1, 2, + 3).
4. Demonstrate an understanding of the principles of analytics using examples from a variety of organizational functions and industries (PLO 2, A2, + G2).
5. Recognize the ethical implications of collecting, managing, and using data for managers and leaders (PLO 4).

PROGRAM LEARNING OUTCOMES

The student who successfully completes Bachelor of Business Administration will be able to:

1. Exhibit general knowledge of theories and practices in the core areas of business.
2. Critically analyze and apply business knowledge to solve complex business situations.
3. Demonstrate effective business communication through both written and verbal means.
4. Formulate decisions informed by ethical values.
5. Collaborate effectively in teams.

INSTITUTIONAL LEARNING OUTCOMES

1. **Learning, Informed by our Faith in Christ**
Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
2. **Growing, in a Christ-centered Faith Community**
Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental, and social contexts.
3. **Serving, in a Context of Christian Faith**
Students will serve locally and/or globally in vocational and social settings.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Richardson, V.J. & Weidenmier Watson, M. (2024). *Introduction to business analytics*. New York: McGraw Hill LLC. ISBN: 978-1-265-45434-0
- Loth, A., Vogel, N., & Sparkes, S. (2019). *Visual analytics with tableau*. John Wiley & Sons. ISBN: 978-1-119-56020-3
- Microsoft Excel – Please ensure you have the [data toolsLinks to an external site.](#) installed in Excel.
- [Tableau Student EditionLinks to an external site.](#) – Please be sure your [laptop meets the requirements for TableauLinks to an external site.](#)

Note: Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided below in the Canvas modules.

ASSESSMENT AND GRADING

Assignments & Exams		Grading Scale	
5 Homeworks	500	A=93-100	C=73-76
2 Module Exams	300	A-=90-92	C-=70-72
1 Final Exam	200	B+=87-89	D+=67-69
Total	1,000	B=83-86	D=63-66
		B-=80-82	D-=60-62
		C+=77-79	F=0-59

Student grades for assignments will be posted in the Canvas gradebook on a weekly basis. It is important to read the comments posted in the gradebook as these comments are intended to help students improve their work. Final grades will be posted by the due date as posted in the Academic Calendar.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted by the due date indicated in Canvas. Late assignments are not accepted. Late work will not be accepted for credit except the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. There are no makeup quizzes or exams.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

- [MLA Style Center: Citing Generative AILinks to an external site.](#)
- [APA Style: How to Cite ChatGPTLinks to an external site.](#)
- [Chicago Manual of Style: Citing Content Developed or Generated by AILinks to an external site.Links to an external site.](#)

PLNU SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at scortezm@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center](#) offers:
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
 - [Research Help Guide](#) to help you start your research
 - The physical office is located on the third floor of the [Mission Valley Regional Center](#) off the student lounge
- [Academic Writing Resources Course](#): Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick video run-through](#) and take time now to explore!

- Grammarly: Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- **Tutoring:** Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU Recording Notification

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Adult Undergraduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation

Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars, we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice-free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at www.pointloma.edu/bias.

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the [Title IX Office](#). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](#) for additional detail.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day.

COURSE SCHEDULE AND ASSIGNMENTS

Week	DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT DUE DATE
1	5/12/25	Quiz Academic Honesty Verification Statement	5/12/25 @ 11:59pm
		Overview: Introduction to Tableau	5/12/25 @ 6pm
2	5/19/25	Overview: Data Visualization Types	5/19/25 @ 6pm
		Assignment WK2 Homework: Data Visualization Using Tableau	5/25/25 @ 11:59pm
3	5/26/25	Overview: NO CLASS (Memorial Day)	5/26/25 @ 6pm
4	6/2/25	Overview: Using Analytics to address organizational questions	6/2/25 @ 6pm
5	6/9/25	Overview: Business Data Sources	6/9/26 @ 6pm
		Assignment WK5 Homework: Data Sources	6/15/25 @ 11:59pm
6	6/16/25	Overview: Basic Analytics Statistics	6/16/25 @ 6pm
7	6/23/25	Overview: Exploratory Business Analytics	6/23/25 @ 6pm
		Assignment WK7 Homework: Data Analysis Labs and SOAR Reports	6/29/25 @ 11:59pm
8	6/30/25	Overview: Review and Exam on Descriptive Analytics	6/30/25 @ 6pm
		Quiz Midterm Exam	7/7/25 @ 8:45pm
9	7/7/25	Overview: Time Series Forecasting	7/7/25 @ 6pm
10	7/14/25	Overview: Regression Analysis	7/14/25 @ 6pm
11	7/21/25	Overview: Confirmatory Analytics Case Studies	7/21/25 @ 6pm
		Assignment WK11 Homework: Confirmatory Analytics Case Studies	7/27/25 @ 11:59pm

12	7/28/25	Overview: Review and Exam on Predictive Analytics	7/28/25 @ 6pm
		Assignment WK12 Exam on Predictive Analytics	7/28/25 @ 8:45pm
13	8/4/25	Overview: Reporting the Results	8/4/25 @ 6pm
14	8/11/25	Overview: Creating a Dashboard in Excel and Tableau	8/11/25 @ 6pm
	8/11/25	Assignment WK14 Homework: Creating a Dashboard for a Real Estate Project Using Tableau	8/17/25 @ 11:59pm
15	8/18/25	Overview: Advanced Business Analytics	8/18/25 @ 6pm
16	8/25/25	Overview: Comprehensive Final Exam	8/25/25 @ 6pm
		Assignment Week 16 Final Exam	8/25/25 @ 8:45pm