

**SP 26**

<b>Meeting days:</b> Tuesday HyFlex Zoom or in Person	<b>Instructor title and name:</b> Matt Boyne
<b>Meeting times:</b> 5:30-8:15	<b>Phone:</b> 7607158071
<b>Meeting location:</b> MV 315	<b>E-mail:</b> mboyne@pointloma.edu
<b>Final Exam:</b> May 4	<b>Office location and hours:</b> MV Tuesdays 2:00-5:00
<b>Additional info:</b>	<b>Additional info:</b>

*Table 1 Course Information*

**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 methods of applied data analysis, including capturing, identifying and analyzing data to inform decision making. Topics include an overview of statistical concepts, guidelines for effective data analysis, data visualization principles, and presenting and evaluating alternative solutions. Emphasis will be placed on designing and creating data visualizations to communicate with various stakeholders.

**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. Specific details about how the class meets the credit hour requirement can be provided upon request.

**COURSE LEARNING OUTCOMES** ☉

Upon completion of this course, students will be able to

1. Identify and analyze the appropriate data needed to solve organizational issues (MBA: PLO 1 & 3); (MAOL: PLO 2).
2. Design principles and techniques for exploring and visualizing data (MBA: PLO 2 & 3); (MAOL: PLO 2).
3. Apply data visualization principles and guidelines for effective analysis and presentation (MBA: PLO 2, 3 & 6); (MAOL: PLO 2 & 4).
4. Evaluate alternatives to optimize decision-making within organizational constraints (MBA: PLO 2 & 3); (MAOL: PLO 2).
5. Present persuasive, data-driven business insights in a professional and concise manner (MBA: PLO 6); (MAOL: PLO 4).

## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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1. Camm, J.D., Cochran, J.J., Fry, M.J., & Ohlmann, J.W. (2025). [\*Data visualization: Exploring and explaining with data\*](#). Madison, OH: Cengage. Be sure to get the 2025 edition since it will have the correct assignments and software instructions. (Supplemental if using the Coursera Data Analytics with Tableau courses). If you don't want to do the Coursera class please get the textbook

2. [Data Visualization with Tableau Coursera Class](#)

3. Knaflic, C. N. (2023). *Storytelling with you: plan, create, and deliver a stellar presentation*. John Wiley & Sons, Inc. This is a physical book, please ensure the correct year.

4. Loth, A. (2019). *Visual analytics with tableau*. John Wiley & Sons, Incorporated. Ryan Library eLink [Visual Analytics with Tableau](#)

5. You will have an assignment in which you may use this book (you may purchase or you can find this in our [Library electronic books](#)): [Analytics Stories](#)

6. Tableau Desktop is available for free. You can acquire Tableau at <https://www.tableau.com/products/public/download>

- You will need Tableau as both the software and the eLearning suite. Check the [technical requirements](#) to ensure you have a laptop capable of Tableau.
- Laptops will be essential for each class, along with access to the texts either electronically or physically. Unfortunately, if you are using a Chromebook or iPad, Tableau has very limited applications.

7. Be sure you have Excel updated and with the [Analysis Tool Pack](#).

8. [Student Subscription to Wall Street Journal](#)

9. Feeds/Blog Subscriptions that are useful to be aware of

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- [Viz of the Day](#) by Tableau Software
- [Perceptual Edge](#) by Stephen Few
- [Flowing Data](#) by Nathan Yau
- [Storytelling with Data](#) by Cole Nussbaumer
- [Edward Tufte](#)

## ASSESSMENT AND GRADING

Data Pretest homework	50 (5%)	<b>Sample grade scale:</b>  A= (930-1,000 pts) 93-100%      C= (730-769 pts) 73-76% A-= (900-929 pts) 90-92%      C-= (700-729 pts) 70-72% B+= (870-899 pts) 87-89%      D+= (670-699 pts) 67-69% B= (830-869 pts) 83-86%      D= (630-669 pts) 63-66% B-= (800-829 pts) 80-82%      D-= (600-629 pts) 60-62% C+= (770-799 pts) 77-79%      F= (0-599 pts) 0-59%
Coursera Analytics Class or Alternative Homework	450 (45%)	
Week 2 Statistics Leveling Post-Test	50 (5%)	
Discussions	150 (15%)	
3 Case Studies	150 (15%)	
Final Project	150 (15%)	

*Table 2 Point Distribution and Grade Scale*

### INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned under extremely unusual circumstances. 1 day late will receive a 5% reduction, 2 days 20% and 3 days 30%. After 3-days a zero will be assigned.

### 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.

Professors Note: Use AI at your own risk. It does some aspects of analytics well, like statistical analyzation, but if you use it for visualizations and analysis the results will likely be unsatisfactory.

[APA Style: How to Cite ChatGPT](#)

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## **SPIRITUAL CARE**

### **Mission Valley:**

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate 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 for 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](mailto:scortezm@pointloma.edu).

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

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## **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 other forms of discrimination, you can find more information on reporting and resources at [www.pointloma.edu/nondiscrimination](http://www.pointloma.edu/nondiscrimination).

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## **SEXUAL MISCONDUCT AND DISCRIMINATION\***

In support of a safe learning environment, 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 accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are 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](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix) or as shown in the PLNU Spiritual Care section of this syllabus.

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](http://www.pointloma.edu/bias)

## GPS ACADEMIC RESOURCES

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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](mailto:GPSWritingCenter@pointloma.edu)

## STATE AUTHORIZATION

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State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. **Refer to the map on [State Authorization](#) to view which states allow distance education outside of California.**

## PLNU COPYRIGHT POLICY

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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**

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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**

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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 [Graduate 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<sup>®</sup>**

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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](mailto:EAC@pointloma.edu) or 619-849-2533). 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. Professors are able to view a student's approved accommodations through Accommodate.

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 assure 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 accommodations.

### **COURSE MODALITY DEFINITIONS Note – Class is a Hybrid or HyFlex for Attendance Purposes**

#### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

##### Professor's Note

You will be considered to have met attendance requirements if you:

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1. Are physically in Mission Valley for the entire class
  2. Are on Zoom for the entire class
  3. Have watched the entire Zoom recording, logged into class at least once a week and completed the assignments. If you don't log in for a week I'll send an email, if I don't hear back within 24 hours you will be dropped absent unusual circumstances such as family emergency, military deployment, weather outage, etc.
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##### **Synchronous Attendance/Participation Definition**

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For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student's enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

##### **Online Asynchronous Attendance/Participation Definition**

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

##### **USE OF TECHNOLOGY**

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In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#)

information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

Professor's Note: You need Tableau and Excel for this class. If your laptop won't support Tableau or Excel you'll need to get a new laptop. iPads, Chromebooks, laptops before 2017 and smartphones don't work.

## **FINAL EXAMINATION POLICY**

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

## **COURSE SCHEDULE AND ASSIGNMENTS**

Week	Date of Class	Reading	Assignments	Notes
1	No Synchronous Class	None	Statistics Levelling Module Pre-Test	Do not complete Post-Test
2	January 21	Visual Analytics with Tableau (VAT) CH1	Discussions	Complete Pos-Test
3	January 28	VAT CH2	Coursera Class 1 Module 1 (C1M1) and Discussions	Submit Screenshot
4	February 4	VAT CH3	C1M2 and Discussions	Submit Screenshot
5	February 11	VAT CH4	C1M3 and Discussions	Submit Screenshot
6	February 18	VAT CH5	Coursera Class 2 Module 1 C2M1 and Discussions	Submit Screenshot
7	February 25	VAT CH6	C2M2 and Discussions	Submit Screenshot
8	March 4	VAT CH7	C2M3 and Discussions	Submit Screenshot
9	March 11	Break	Break	Break
10	March 18	VAT CH8	C2M4 and Discussions	Submit Screenshot

11	March 25	VAT CH 9 and 10	Coursera Class 3 Module 1 (C3M1) and Discussions	Submit Screenshot
12	April 1	Storytelling with You (SWY) CH1-2	C2M2 (Complete Coursera) and Discussions	Submit Screenshot
13	April 8	SWY CH3-4	Case Study and Discussions	
14	April 15	SWY CH5-6	Case Study and Discussions	
15	April 22	SWY CH 7-8	Case Study and Discussions	
16	April 29	SWY CH 9-10	Final Review and Discussions	
17	May 6	SWY CH 11-12	Finals Week	

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