

**HARTWICK COLLEGE**  
**Department of Business Administration and Accounting**  
**BUSA 350-2—Business Analytics with Tableau**

Instructor: Weian Wang

Office: Yager Hall 413

Class Meeting Time: Monday, Tuesday, Thursday and Friday 9:00-11:30AM

### Course Description

This course introduces business students to the essential role of analytics in modern organizations. Students will learn how to gather and analyze data to make better business decisions. We will cover how big data and quantitative analysis are used to answer critical business questions. Through real-world case studies, students will see how analytics can solve problems in various business areas like accounting, management, and marketing. Additionally, the course offers hands-on training in using Tableau, a leading tool in business analytics. This training aligns with the Tableau Desktop Specialist certification, preparing students for both practical application and certification.

### Course Objectives

Upon completion of this course, students should be able to:

- Understand the big picture of data analytics as a transformative force in the world of modern business
- Explain the differences between predictive, prescriptive, and descriptive analytics, and the business questions that can be answered with each approach.
- Perform basic statistical operations and develop and interpret a wide range of charts and graphs in Tableau
- Apply the principles of business analytics to examples in Accounting, Management, and Marketing.
- Verbally communicate persuasive, data-driven business insights supported by Tableau visualizations.

### Learning Materials

The written materials for this course are drawn from various sources, and all **will be made available free of charge** for students in this course. Students can access all learning materials on D2L, including the textbook, case studies, readings, and exercises. Many excellent books are available for students interested in optional reading related to visualizing data. A subset of recommended materials is listed below (more are available from the instructor upon request):

- *Tableau Desktop Specialist Certification: A prep guide with multiple learning styles to help you gain Tableau Desktop Specialist certification* by Adam Mico
- *Tableau Your Data!: Fast and Easy Visual Analysis with Tableau Software*, 2nd Edition by Dan Murray
- *Now You See It: Simple Visualization Techniques for Quantitative Analysis* by Stephen Few
- *The Visual Display of Quantitative Information* by Edward Tufte

This course has a significant emphasis on hands-on practices with Tableau. Students in the class can install Tableau Desktop software and a temp product activation key will be provided at the first class.



Grading / Performance Evaluation

The class will be based on lectures, discussions, Excel projects, exams, and teamwork activities. It is necessary to be well prepared for **EVERY session** to obtain maximum benefit from this course.

Requirements	Points
Discussion Board Contribution	200
In-Class Exercises	300
Midterm Exam	200
Final Exam (Tableau Desktop Specialist Certification Exam)	300
<b>Total</b>	<b>1000</b>

Your **LETTER GRADE** will be based on the following distribution:

A	A-	B+	B	B-	C+	C	C-	D+	D	F
1000	929 - 930	899 - 870	869 - 830	829 - 800	799 - 770	769 - 730	729 - 700	699 - 670	669 - 600	599 - 0

Attendance Policy

Attendance is critical to the success of your learning experience in this condensed 4-week course. Each class builds upon the previous session’s material, and regular participation is essential for mastering the concepts and tools presented.

While we understand that occasional absences may occur, please be aware of the following:

- One Absence: Missing a single class can affect your understanding and performance. It is your responsibility to catch up on any missed material.
- Three Absences: Your grade will be negatively impacted, and it may jeopardize your ability to successfully complete the course requirements.
- Five Absences: Any student with five or more absences, regardless of the reason, will automatically receive an F grade for the course.

Excused absences must be supported by appropriate documentation and communicated to the instructor as soon as possible. We encourage you to prioritize your attendance to take full advantage of the learning opportunities in this course.

## Make-Up-Policy

Make-up assignments are provided only for students with a Legitimate Excuse. For definitions and details on what constitutes a Legitimate Excuse, please refer to the [Class Absences Policy](https://hartwick.smartcatalogiq.com/en/2023-2024/catalog/academic-policies-and-procedures/academic-record-policies/class-absences-policy/) in the College Catalog (<https://hartwick.smartcatalogiq.com/en/2023-2024/catalog/academic-policies-and-procedures/academic-record-policies/class-absences-policy/>)

## Miscellaneous Items

1. All dates and assignments in this syllabus are subject to change at the sole discretion of the instructor. Verbal notification during any regularly scheduled class meeting period will be considered sufficient notification to affect such change under this syllabus. The material listed in the syllabus will be covered as time permits.
2. If you decide to drop this course, it will be your responsibility to complete the withdrawal form. I do not drop students. If you "disappear" from the course without formally withdrawing, you will receive an "F".
3. **Academic Honesty:** Again, critically important to an accountant is ethical conduct. I expect you to abide by the college policy on Academic Honesty found at <http://www2.hartwick.edu/honestypolicy>. I expect original work on all graded assignments. Paraphrasing of "answer key" solutions that are submitted as original work will be considered cheating with and/or without citations. I will verify the authenticity of submissions and will submit any evidence of "copy-work" to the Office of Academic Affairs so be sure to cite your "cut and paste" when research references are appropriate. You may NOT work together to complete individual assignments. Doing so will be considered a violation of the honesty policy. During exams, please follow instructions and respect others whether I am in or out of the room. I will initiate disciplinary action against violators of this policy. I strive to provide you with an atmosphere conducive to learning. Please take full advantage.

### **Guidelines for Using Generative AI in Class Assignments**

Generative AI, while a powerful tool in academic settings, has its inherent limitations. Its decision-making processes are not transparent, making the reasons behind its outputs elusive. Furthermore, these outputs, generated from vast online data, may carry biases, inaccuracies, or even entirely fabricated information. The intellectual property ramifications of AI-generated content remain ambiguous, with questions concerning sourcing, ownership, and citation responsibilities.

When leveraging generative AI in your coursework, always keep in mind the following:

**Aid, Not a Substitute:** AI should complement your analytical and cognitive abilities. It can offer insights, research ideas, or alternative perspectives. However, directly copying and pasting AI-generated content into your assignments can be viewed as a violation of Hartwick's academic dishonesty policy.

**Ethics & Accountability:** Critically assess AI outputs for biases, inaccuracies, or potential ethical issues. It's imperative to remember that if you're incorporating any content from AI, it's your duty to verify its factual accuracy. Blatantly using AI-generated content without appropriate evaluation and citation could lead to severe academic repercussions.

**Documentation & Transparency:** Every piece of work, from written assignments to group projects, must clearly record how and where AI has been engaged. This ensures transparency respect for intellectual property, and upholds Hartwick's academic standards.

Using AI tools during exams or when they are not explicitly permitted can lead to serious academic consequences. Always prioritize personal understanding and original thought over relying solely on AI outputs. Use these tools responsibly and follow Hartwick's Academic Dishonesty Policy.

The University of North Carolina has developed a set of guidelines for using AI in college courses, and there is some good material there: <https://provost.unc.edu/student-generative-ai-usage-guidance/>.

4. **Students needing accommodations:** I invite students with learning and physical challenges to meet with me early in the semester to discuss learning needs for this course. Hartwick College is committed to upholding and maintaining all aspects of the Federal Americans with Disabilities Act of 1990 (ADA) and

Section 504 of the Rehabilitation Act of 1973. If a student with a disability wishes to request accommodations, they should contact Lara Sanford, Director of AccessAbility Services, at [sanfordl@hartwick.edu](mailto:sanfordl@hartwick.edu) or [AccessAbilityServices@hartwick.edu](mailto:AccessAbilityServices@hartwick.edu). AccessAbility Services is located on the 5th floor of Yager Hall in the Center for Student Success. Any information regarding a student's disability will remain confidential. Requests for academic adjustments should be made as early as possible.

### Testing Services

1. Students requesting any type of academic adjustment, including testing adjustments, MUST present you with an Academic Plan Letter from AccessAbility Services.
  - Academic Plan Letters are emailed in PDF form to students. Students will forward letters to you.
2. On campus exams must be taken Monday-Friday, between the hours of 9:00 a.m. – 5:00 p.m. Exceptions will not be made to these hours.
  - During Final Exams ONLY, we are open from 8:00 a.m. - 6:00 p.m.
3. Procedure for Scheduling an Exam in the Center:
  - If a student is eligible for testing services, he/she/they must use the Online Test Request form.
  - Students are instructed to complete the Online Test Request Form 1-2 days before an exam. Note: Exceptions on a case-by-case basis can be made.
  - After the student completes the Online Test Request Form, the faculty member will receive an email instructing them to complete their portion of the form.
  - Follow the link in your email and complete your portion of the Online Test Request Form. Please complete the form in its entirety, including how you will deliver the exam to us, how you would like it returned to you, and if there are any allowable materials, i.e., calculator, notes, etc.
  - After the faculty member has completed their portion of the Online Test Request Form, AccessAbility Services will be informed and will schedule the proctored exam.
4. Online testing: we continue to ask students to complete the Online Test Request Form for online exams as we did in the fall. Students will select the option for “online test” on the form and instructors will receive a notification to make the adjustment in D2L.

### Other Services:

- **Note-Takers:** Many students are eligible for lecture notes. Note-takers are students registered for your class who are paid to provide our office with copies of their notes. There are times when we need your help in finding note-takers. If necessary, we will send you an email requesting your assistance.
  - **Alternate Texts:** Eligible students may request their textbook in an alternate format (e.g., electronic format, screen reader compatible, etc.). We encourage you, when investigating and choosing texts for your courses, to be mindful of the availability of alternate formats; this need is growing.
  - Students may also qualify to use apps on tablets, computers etc. in the classroom.
5. **Title IX:** Hartwick College is committed to equal opportunity and providing a safe community free from all forms of sexual misconduct including sexual/gender-based harassment, discrimination, dating or domestic violence, stalking, sexual exploitation, and sexual assault. If you wish to make an official report to the College or have questions about the College's policy and procedures regarding sexual misconduct, please contact the Title IX Coordinator, Michael Arno, at [arnom@hartwick.edu](mailto:arnom@hartwick.edu) or (607) 431-4293. Online reporting and policy information is available at <https://www.hartwick.edu/about-us/employment/human-resources/title-ix/>.

If you wish to speak confidentially about an incident of sexual misconduct, please contact one of the following resources: Perrella Wellness Center, Health - (607) 431-4120, or Counseling – (607) 431-4120; or Opportunities for Otsego's Violence Intervention Program – (607) 432-4855.

All other employees, including faculty, are responsible employees at Hartwick College and are required to report any incident of sexual misconduct that is personally reported to them to the Title IX Coordinator so that support and resources can be provided for all parties.

6. **COVID-19:** Any COVID-19 updates will be provided on the College website (<https://www.hartwick.edu/about-us/covid-19-updates/>). Instructors will communicate with students about any specific adjustments that are being made to their courses, such as modality of instruction, expectations for participation, and any changes to assigned work; students should check their Hartwick email accounts frequently for information from their instructors.
7. **Campus Mental Health Support Services:** As a student you may experience a range of issues that can cause barriers to learning. These might include strained relationships, anxiety, stress, alcohol/drug problems, feeling down, or loss of motivation. The Counseling Center is available to help with these issues and may be reached by calling (607) 431-4420 or emailing [counselingcenter@hartwick.edu](mailto:counselingcenter@hartwick.edu). Counseling services are **free of charge** and confidential. Heart, a peer counseling service, is also available if you are more comfortable talking with a fellow student who has been trained to offer information and support in a safe, non-judgmental atmosphere. To reach Heart, call (607) 431-5050 or email [heart@hartwick.edu](mailto:heart@hartwick.edu)