COMMUNICATING DATA
OMSBA 5210 | Winter 2020

PROFESSOR:
Dr. Gareth Green
greeng@seattleu.edu
Office: 504 Pigott Hall

COURSE DESCRIPTION
Data analytics is nearly useless if you are unable to clearly communicate what you have learned from the data. This course teaches the practical and technical skills necessary to communicate information about data clearly and effectively in written and visual form. Visualization is critical to both exploration and explanation, so the course will build both analytical and communication skills. Visualization promotes discovery, and what is discovered can be used for “storytelling” to effectively communicate, summarize, influence, explain, persuade and provide evidence to an audience. During the course students will learn conceptual, theoretical and technical skills that will enable them to learn from data, develop professional visualizations and empower them to communicate and share their findings.

PREREQUISITES
The general course prerequisites include the Albers R/Python boot camp and introductory level statistics. We will use a combination of computer programs including Excel, R and Power BI, all are available on the Albers computers and available for download for SU students.

LEARNING OUTCOMES
On successful completion of this course (i.e. by passing this course), you will be able to:

1. Apply technical skills to explore and understand data
2. Understand and apply principles of data visualization
3. Be proficient using software to develop data visualizations
4. Design and implement standard visualization techniques for communication
5. Develop professional graphics to explain findings and solutions
6. Perform “storytelling” with data for effective communication

This course meets the following Seattle University’s graduate learning outcomes:
- Demonstrate mastery of competencies required in their profession or field
- Demonstrate effective communication in speech and in writing
- Exhibit effective collaboration skills

This course meets the following among the Albers School’s MSBA learning outcomes:
- Identify and describe complex business problems in terms of analytical models
- Communicate technical information to both technical and non-technical audiences in speech, in writing, and graphically
- Exhibit effective collaboration and leadership skills
TEXTS AND MATERIALS


ASSIGNMENTS

PARTICIPATION ACTIVITIES
There will be 7 weekly assignments; each will contain basic analysis, graphing and writing worth 5 points each. These assignments are to be completed and submitted each week (unless you give prior notice that you cannot complete them). There will be significant online discussion during these activities. You are encouraged work in small groups.

QUICK PROJECTS
There will be two short projects worth 25 points each. Students will be given a data set and required to complete and submit a short project; each will contain analysis, graphing and writing. One will be on an individual project and the other can be groups of two.

MID/FINAL DATA TRANSLATION PROJECTS
There are two individual take-home project assignments that will be covered in separate handouts. The goal of these projects is to develop deeper understanding of the course material by applying them to detail oriented projects. One will be on an individual project and the other will be groups of two.

EVALUATION AND GRADING

Course points will be assigned to individual assignments, not letter grades. A final grade will be assigned at the end of the term based on the student's total points and relative standing in class. A tentative grading schedule is:

- **A range:** 90-100% of total points
- **B range:** 80-89% of total points
- **C range:** 70-79% of total points
- **D range:** 60-69% of total points
- **F range:** less than 59% of total points

This grading schedule is subject to change during the course of the quarter based on the overall performance of the class, but it will **NOT** be made more difficult.

Grades will be based on the following assignment points:

- **8** Weekly Activities (5 points each, 40 points total)
- **2** Quick Projects (30 points each, 60 points total)
- **1** Mid-term Data Translation Project (50 points)
- **1** Final Data Translation Project (100 points)

250 Total assigned points
COURSE POLICIES

ATTENDANCE
Attendance in an online course is evidenced by logging into, and being an active participant, in our online course site. Active participation is an essential and intrinsic element of the education process. Absence affects the learning experience and erodes the program’s norms for quality. Inactivity in the course may result in a grade reduction at the discretion of the instructor(s). When you are planning an absence, it is your responsibility to notify the instructors via e-mail to arrange any necessary make-up assignments. In addition, you will need to collaborate with cohort members or study teams to cover any missed group work. Please contact your instructor(s) to discuss concerns.

INTERNET ACCESS
We will use a variety of online applications to communicate and collaborate. As such, you will need a reliable, high-speed Internet connection for the duration of this course. If you are traveling to countries such as China, Vietnam, Saudi Arabia, Iran, Burma, and others, some content in this course may be blocked. Please contact me immediately if you will be traveling to a country that may block Internet access during any portion of this class.

LATE WORK
You are expected to turn in work on time. If work is submitted late, the first instance will result in a penalty of 10%, subsequent late assignments will be penalized 20%. No late work will be accepted one full week after the deadline.

UNIVERSITY RESOURCES & POLICIES

ACADEMIC RESOURCES
- Library and Learning Commons (http://www.seattleu.edu/learningcommons/)
  Including: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab
- Academic Integrity Tutorial (found on Canvas and SU Online)

ACADEMIC POLICIES ON REGISTRAR WEBSITE
- https://www.seattleu.edu/redhawk-axis/academic-policies/
- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

NOTICE FOR STUDENTS CONCERNING DISABILITIES
If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.
OFFICE OF INSTITUTIONAL EQUITY
Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit https://www.seattleu.edu/equity/. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oie@seattleu.edu; phone: 206.296.2824) University Resources and Policies