

BUS 3710 - Data Visualization with Tableau

Fall 2026 Syllabus, Section 01, CRN 42814,

Credit hours: 3

Instructor

Courtney Borruso

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Public Instructor Information

Instructor Title: Principal Lecturer

Instructor Professional Qualifications:

MS, Management – Business Analytics, University of Akron, 2024

MS, Med Education, Lake Erie College of Osteopathic Medicine, 2009

DO, Osteopathic Medicine, Lake Erie College of Osteopathic Medicine, 2006

Salesforce Certified Tableau Desktop Foundations, 2026

Google AI Professional Certificate, 2026

Instructor Office Location: WCBA 3336

Instructor Office Phone: 330-941-3165

Course Description

3710. Data Visualization with Tableau. Data visualization is crucial as it transforms complex datasets into comprehensible visuals, enabling informed decision-making and clearer communication in an increasingly data-driven world. In this course participants will become skilled using Tableau to integrate diverse data sources, design charts, create interactive dashboards, and convey compelling narratives using data storytelling techniques. By the end of the course, participants will have improved their analytical prowess to create and share impactful insights. Prereq.: BUS 3700 (C or better) AND 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Choose One	No Readings		

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Proposed Topic	Due/To Prepare for Class
8/24	Tuesday: Course Introduction, Syllabus Review, & Course Expectations Thursday: 5 Cs of Data Viz, Exploratory vs Explanatory Visualizations, & Misleading Viz and How to Avoid Them	Have Free Student Version of Tableau downloaded on personal device if you are using personal device for In-Class Labs or for completing assignments off campus by start of class on Tuesday, Sep 1



8/31	Tuesday: Introduction to Tableau, Tableau User Interface, Data connections, Metadata Grid, Live vs Extract, Saving and sharing data files in Tableau, & Group Project Sign-Ups Thursday: Data Types, Clean Data Basics, Reorder Fields, Split Text, Rename Fields, Dimensions & Measures, Discrete & Continuous, Change Alias, Change Summary Operator, Data Pane, Rows & Shelves, View & Show Me, & Change Field Type	Due SUNDAY, 9/6/26 @ 11:59PM in Blackboard: Quiz # 1
9/7	Tuesday: Data Types, Clean Data Basics, Reorder Fields, Split Text, Rename Fields, Dimensions & Measures, Discrete & Continuous, Change Alias, Change Summary Operator, Data Pane, Rows & Shelves, View & Show Me, & Change Field Type Thursday: In-Class Group Project Research Workday	Due SUNDAY, 9/13/26 @ 11:59PM in Blackboard: Quiz # 2 Tableau Class Assignment # 1
9/14	Tuesday: Bar Chart, Reference Lines, & Pie Chart Thursday: Guest Speaker: Priority1 Introduction of Classroom Project	Due SUNDAY, 9/20/26 @ 11:59PM in Blackboard: Quiz # 3 Tableau Class Assignment # 2 Group Project Phase # 1 Peer Feedback # 1
9/21	Tuesday: Histogram & Bin Size, Scatterplot & Trend Lines, & Data Clusters Thursday: Line Chart, Area Chart, Save as PDF, & Export Data	Due SUNDAY, 9/27/26 @ 11:59PM in Blackboard: Quiz # 4
9/28	Tuesday: Tree Maps, Highlight Tables, Cross Tabulations, Row & Column Totals, & Grand Totals Thursday: Formatting Data & Charts, Annotations, Advanced Marks Card, & Legends	Due SUNDAY, 10/4/26 @ 11:59PM in Blackboard: Quiz # 5 Tableau Class Assignment # 3 Group Project Phase # 2 Peer Feedback # 2
10/5	Tuesday: Spatial Data, Maps, Map Layers, & Map Customization Thursday: Guest Speaker from Neurovantage & Special Topics	Due SUNDAY, 10/11/26 @ 11:59PM in Blackboard: Misleading Data Viz Video Presentation
10/12	Tuesday: Unions, Joins, Relationships, & Data Blending Thursday: Sorts & Filters	Due SUNDAY, 10/18/26 @ 11:59PM in Blackboard: Quiz # 6 Tableau Class Assignment # 4
10/19	Tuesday: Context Filters, Top N Filters, & Parameters Thursday: Groups, Sets, & Hierarchies	Due SUNDAY, 10/25/26 @ 11:59PM in Blackboard: Quiz # 7 Group Project Phase # 3 Peer Feedback # 3
10/26	Tuesday: Basic Calculated Fields & Table Calculations Thursday: Basic Calculated Fields, Table Calculations, Forecasts, & Analytics Pane	Due SUNDAY, 11/1/26 @ 11:59PM in Blackboard: Quiz # 8 Tableau Class Assignment # 5
11/2	Tuesday: Project In-Class Workday Thursday: Intro to Dashboards	Due SUNDAY, 11/8/26 @ 11:59PM in Blackboard: Quiz # 9 Group Project Phase # 4 Peer Feedback # 4
11/9	Tuesday: Building Dashboards, Tableau Stories, & Presenting in Tableau Thursday: Project In-Class Workday	Due SUNDAY, 11/15/26 @ 11:59PM in Blackboard: Quiz # 10 Tableau Class Assignment # 6
11/16	Tuesday: Project In-Class Workday Thursday: Project In-Class Workday & Signup for Group Practice Presentation Date & Time Slot	Due SUNDAY, 11/22/26 @ 11:59PM in Blackboard: Group Project Phase # 5 Peer Feedback # 5
11/23	Tuesday: Remote Workday for Project: NO IN-PERSON CLASS Thursday: NO CLASS UNIVERSITY HOLIDAY	
11/30	Tuesday: Group Practice Presentations In-Person: See schedule Thursday: Group Practice Presentations In-Person: See schedule	



12/7	FINAL GROUP PROJECT PRESENTATIONS IN-PERSON TUESDAY, DEC 8th 3:15 – 5:15 PM	Due MONDAY, 12/7/26 @ 11:59 PM in Blackboard: Final (Phase 6) Group Project ALL Deliverables Peer Feedback # 6 FINAL GROUP PROJECT PRESENTATIONS IN-PERSON TUESDAY, DEC 8th 3:15 – 5:15 PM Due FRIDAY, 12/11/26 @ 11:59 PM in Blackboard: Post Your Tableau Certification Exam Results in Blackboard
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