

BUS 3710 - Data Visualization with Tableau

Fall 2026 Syllabus, Section 02, CRN 43063,

Credit hours: 3

Instructor

Courtney Borruso

Email: cdborruso@ysu.edu

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	Monday: Course Introduction, Syllabi Review, Course Expectations Wednesday: 5 Cs, Exploratory vs Explanatory Visualizations, Misleading Visualizations & How to Avoid Them	Download Tableau Public Free Version by start of class Monday, August 31
8/31	Monday: Introduction to Tableau, Tableau User Interface, Data connections, Metadata Grid, Live vs Extract, Saving and sharing data files in Tableau, & Group Project Sign-Ups Wednesday: 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	Monday: NO CLASS UNIVERSITY HOLIDAY Wednesday: 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, 9/13/26 @ 11:59PM in Blackboard: Quiz # 2 Tableau Class Assignment # 1
9/14	Monday: Guest Speaker. Priority1 Introductions of Class Project Wednesday: Bar Chart, Reference Lines, & Pie Chart	Due SUNDAY, 9/20/26 @ 11:59PM in Blackboard: Quiz # 3 Tableau Class Assignment # 2 Group Project Phase # 1 Peer Feedback # 1
9/21	Monday: Histogram & Bin Size, Scatterplot & Trend Lines, Data Clusters Wednesday: Line Chart, Area Chart, Save as PDF, & Export Data	Due SUNDAY, 9/27/26 @ 11:59PM in Blackboard: Quiz # 4
9/28	Monday: Tree Maps, Highlight Tables, Cross Tabulations, Row & Column Totals, & Grand Totals Wednesday: Formatting Data & Charts, Annotations	Due SUNDAY, 10/4/26 @ 11:59PM in Blackboard: Quiz # 5 Tableau Class Assignment # 3 Group Project Phase # 2 Peer Feedback # 2
10/5	Monday: Formatting Data & Charts, Marks Card, & Advanced Legends Wednesday: Spatial Data Maps & Map Layers	Due SUNDAY, 10/11/26 @ 11:59PM in Blackboard: Misleading Data Visualization Video Presentation
10/12	Monday: Unions, Joins, Relationships, & Data Blending Wednesday: Sorts & Filters	Due SUNDAY, 10/18/26 @ 11:59PM in Blackboard: Quiz # 6 Tableau Class Assignment # 4
10/19	Monday: Context Filters, Top N Filters, & Parameters Wednesday: Groups, Sets, & Hierarchies	Due SUNDAY, 10/25/26 @ 11:59PM in Blackboard: Quiz # 7 Group Project Phase # 3 Peer Feedback # 3
10/26	Monday: Basic Calculated Fields & Table Calculations Wednesday: 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	Monday: Project In-Class Workday Wednesday: Intro to Dashboards	Due SUNDAY, 11/8/26 @ 11:59PM in Blackboard: Quiz # 9 Group Project Phase # 4 Peer Feedback # 4
11/9	Monday: Building Dashboards, Tableau Stories, & Presenting in Tableau Wednesday: NO CLASS UNIVERSITY HOLIDAY	Due SUNDAY, 11/15/26 @ 11:59PM in Blackboard: Quiz # 10 Tableau Class Assignment # 6
11/16	Monday: Project In-Class Workday Wednesday: 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	Monday: Remote Workday for Project: NO IN-PERSON CLASS Wednesday: NO CLASS UNIVERSITY CLOSED	
11/30	Monday: Group Practice Presentations In-Person: See schedule Wednesday: Group Practice Presentations In-Person: See schedule	
12/7	FINAL GROUP PROJECT PRESENTATIONS IN-PERSON FRIDAY, DEC 11th 10:30 AM – 12:30 PM	Due THURSDAY, 12/10/26 @ 11:59 PM in Blackboard: Final (Phase 6) Group Project ALL Deliverables & Peer Feedback # 6 FINAL GROUP PROJECT PRESENTATIONS IN-PERSON FRIDAY, DEC 11th 10:30 AM – 12:30 PM Due FRIDAY, 12/11/26 @ 11:59 PM in Blackboard: Post Your Tableau Certification Exam Results in Blackboard

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