

BUS 3710 - Data Visualization with Tableau

Fall 2026 Syllabus, Section 04, CRN 44061,

Credit hours: 3

Instructor

Miri Chung

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Public Instructor Information

Instructor Title:

Assistant Professor of Marketing

Instructor Professional Qualifications:

Ph.D., Marketing, The University of Rhode Island

M.S., Business Analytics, Kent State University

M.A., Regional Information, Seoul National University

B.S., Vocational Education, Seoul National University

B.B.A., Business Administration, Seoul National University

Instructor Office Location:

Williamson College of Business Administration, Office 3302

Instructor Office Phone:

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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
Required	No required textbook.	N/A	N/A
Optional	Storytelling with Data: A Data Visualization Guide for Business Professionals	Cole Nussbaumer Knaflic	978-1119002253
Optional	Hands-On Data Visualization: Interactive Storytelling From Spreadsheets to Code	Jack Dougherty and Ilya Ilyankou	978-1492086000
Optional	Fundamentals of Data Visualization: A Primer on Making Informative and Compelling Figures	Claus O. Wilke	978-1492031086

Required Course Materials

This course has no required textbook purchase. Required course materials will be provided through Blackboard and may include instructor-created slides, examples, handouts, tutorial videos, selected online resources, datasets, and Tableau-related guides.

Software Reference: Tableau

The course extensively uses Tableau for practical exercises. While no specific Tableau textbook is required, students may find it helpful to explore Tableau-related publications or official documentation to support their learning.

Optional Recommended Readings

The optional books listed above are recommended readings that students may consult to strengthen their understanding of data visualization principles and practices.



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	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Assigned web-based Tableau official resources, Tableau training videos, and instructor lecture slides, videos, and scripts	Visualizing Data (Part 1)	Due Thursday: Course Overview Quiz; Quiz Bank Discussion Initial Post; Tableau Practice, .twbx file Due Sunday: Weekly Quiz; Quiz Bank Discussion Reply Post; Tableau Application, .twbx file + answer
8/31	Assigned web-based Tableau official resources, Tableau training videos, and instructor lecture slides, videos, and scripts	Visualizing Data (Part 2)	Due Thursday: Quiz Bank Discussion Initial Post; Tableau Practice, .twbx file Due Sunday: Weekly Quiz; Quiz Bank Discussion Reply Post; Tableau Application, .twbx file + answer
9/7	Assigned web-based Tableau official resources, Tableau training videos, and instructor lecture slides, videos, and scripts	Understanding Tableau Concepts and Organizing Data	Due Thursday: Quiz Bank Discussion Initial Post; Tableau Practice, .twbx file Due Sunday: Weekly Quiz; Quiz Bank Discussion Reply Post; Tableau Application, .twbx file + answer
9/14	Assigned web-based Tableau official resources, Tableau training videos, and instructor lecture slides, videos, and scripts	Creating and Using Calculated Fields	Due Thursday: Quiz Bank Discussion Initial Post; Tableau Practice, .twbx file Due Sunday: Weekly Quiz; Quiz Bank Discussion Reply Post; Tableau Application, .twbx file + answer
9/21	Assigned web-based Tableau official resources, Tableau training videos, and instructor lecture slides, videos, and scripts	Sharing Insights	Due Thursday: Quiz Bank Discussion Initial Post; Tableau Practice, .twbx file Due Sunday: Weekly Quiz; Quiz Bank Discussion Reply Post; Tableau Application, .twbx file + answer
9/28	Assigned web-based Tableau official resources, Tableau training videos, and instructor lecture slides, videos, and scripts	Connecting to and Preparing Data	Due Thursday: Quiz Bank Discussion Initial Post; Tableau Practice, .twbx file Due Sunday: Weekly Quiz; Quiz Bank Discussion Reply Post; Tableau Application, .twbx file + answer
10/5	Assigned web-based Tableau official resources and LinkedIn Learning videos	Achieving Certification	Due Thursday: LinkedIn Learning Certificate of Completion Due Sunday: Tableau Desktop Foundation Certification Proof

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.