
MSBA 6931 - Business Data Visualization

Fall 2026 Syllabus, Section A01, CRN 43967,

Credit hours: 3

Instructor

Courtney Borruso

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Public Instructor Information

Instructor Title: Principal Lecturer

Instructor Professional Qualifications:

Master's, Management – Business Analytics, University of Akron

Master's, Med Education, Lake Erie College of Osteopathic Medicine

D.O., Osteopathic Medicine, Lake Erie College of Osteopathic Medicine

Salesforce Certified Tableau Desktop Foundations

Google AI Professional Certificate

Certified Lean Six Sigma Blackbelt

Instructor Office Location: WCBA 3336

Instructor Office Phone: 330-941-3165

Course Description

6931. Business Data Visualization. Develop the skills to transform raw data into compelling visual narratives, creating dynamic dashboards and effective visualizations that drive data-informed decision-making. Learn key principles of data visualization, including best practices for chart selection, color theory, and dashboard design, while exploring advanced functionalities such as calculated fields, parameters, and interactivity to enhance user engagement and insight communication. Crosslisted with: OMBA 6931. 3 s.h.

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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.



Tentative Course Schedule (Subject to Change) | 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.

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	VIDEOS 1. Using Tableau to Create Business Insights 2. What is Data Visualization? 3. What is Tableau? 4. How to Use Tableau Effectively in Business 5. Excel vs Tableau 6. Four Main Functions of Tableau 7. Connect to a Data Source 8. Create Relationships Using Multiple Tables 9. Relationships with Inconsistent Field Names 10. Clean Up Source Data 11. Reorder Fields in a Visualization 12. Change the Summary Operation 13. Split Text into Multiple Columns 14. Reorder, Clear, and Delete Worksheets 15. Show or Hide Worksheet Elements 16. Dimension vs Measures 17. Discrete vs Continuous Fields 18. Creating an Alias for a Dimension 19. Changing Field Types LECTURE SLIDES Tableau Basics Part I Tableau Basics Part II Tableau Basics Part III DATASETS Superstore Data KinetEcoSales Data KinetEcoSales Names KinetEcoSales Different Names CleanUp Data Split Data Coffee Chain Data	Module 1: Intro to Tableau Module 1: Tableau Basics Part I & II	Module 1 Discussion – Introduce Yourself due by 11:59pm on 10/25/26 Quiz 1 # 1 due by 11:59pm on 10/25/26 Assignment # 1 due by 11:59pm on 10/25/26



10/26	VIDEOS 1. Create a Bar Chart 2. Create a Pie Chart 3. Create a Histogram 4. Change a Bin Size for the Histogram 5. Creating a Line Chart & Area Chart 6. Create a Scatterplot 7. Create Data Clusters 8. Data Misrepresentation 9. Save Your Changes 10. Save Your Workbook as a PDF File 11. Export Data to a CSV File 12. Create a Packaged Workbook LECTURE SLIDES Building Visualizations Part I DATASETS Superstore Data KinetEcoSales Data Coffee Chain Data	Module 2: Building Basic Visualizations Groups Assigned in Blackboard by 10/26/2026 Instructions for Registering and Vouchers for Salesforce Tableau Certification Exam Posted	Module 2 Discussion – Data Misrepresentation due by 11:59pm on 11/01/26 Quiz # 2 due by 11:59pm on 11/01/26 Assignment # 2 due by 11:59pm on 11/01/26
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11/2	VIDEOS 1. Create a Treemap 2. Create a Highlight Table 3. Change the Visual Summary Type 4. Change the Appearance of Your Data 5. Set a Default Format for a Field 6. Annotate a Visualization 7. Format Chart Elements 8. Change the Colors in a Visualization 9. Display a Visualization in Presentation Mode 10. Create a Basic Map 11. Add and Remove Map Layers 12. Enhance Map Analysis Using Distance Measurement Tools 13. Pan and Zoom in Maps 14. Define Custom Regions LECTURE SLIDES Building Visualizations Part II Building Visualizations Part III Visual Enhancements Visualization Best Practices DATASETS Superstore Data KinetEcoSales Data County Obesity Rates 2012 Taxi Pickups Data MapSourceData COURSE PROJECT MILESTONE # 1: PROJECT PROPOSAL Project Guide Black Friday Data	Module 3: Building Advances Visualizations in Tableau Module 3: Visualizing Data Using Maps Module 3: Enhancing Your Visualizations	Module 3 Discussion – Visual Enhancements due by 11:59pm on 11/08/2026 Quiz # 3 due by 11:59pm on 11/08/2026 Assignment # 3 due by 11:59pm on 11/08/2026 Project Proposal Submission due by 11:59pm on 11/08/2026
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11/9	VIDEOS 1. Combining Multiple Sources by Union 2. Combining Multiple Data Sources by Physical Join 3. Combining Multiple Data Sources by Logical Relationships 4. Combining Multiple Data Sources by Data Blending 5. Preparing the Data 6. Live vs Extracts LECTURE SLIDES Data Management in Tableau DATASETS Customer Data - Join Example Customer Data - Union Example Superstore Data KinetEcoSales 2023 Data KinetEcoSales 2022 Data Returns 2022-23 Data Inventory KinetEco Pivot	Module 4: Data Management	Module 4 Discussion – Unions Vs Joins Vs Relationships due by 11:59pm on 11/15/2026 Quiz # 4 due by 11:59pm on 11/15/2026 Assignment # 4 due by 11:59pm on 11/15/2026
11/16	VIDEOS 1. Sort Based on a Field's Values 2. Create a Nested Sort 3. Create a Selection Filter 4. Create a Wildcard Filter 5. Create a Condition Filter 6. Create a Top Filter 7. Edit, Clear, and Delete Filters 8. Filter Data Using Parameters 9. Edit and Delete Parameters 10. Define a Group 11. Define a Group for Other Values 12. Find Members of a Group 13. Edit and Delete Groups 14. Define a Set 15. Create Summaries Using Sets 16. Combine Sets 17. Edit and Delete Sets LECTURE SLIDES Pivot Fields and Data Filters Data Organization DATASETS Customer Data Pivot Example Superstore Data KinetEcoSales Data	Module 5: Advanced Tableau Data Tools: Data Filters Module 5: Advanced Tableau Data Tools: Sorting & Organization	Module 5 Discussion – Parameters due by 11:59pm on 11/22/2026 Quiz # 5 due by 11:59pm on 11/22/2026 Assignment # 5 due by 11:59pm on 11/22/2026



11/23	VIDEOS	Module 6: Calculated Fields	Module 6 Discussion – Dashboarding in Tableau due by 11:59pm on 11/29/2026
	1. Operators and Built-In Functions 2. Create a Calculated Field 3. Create a Calculated Field on a Shelf 4. Add a Table Calculation 5. Calculate Averages, Medians, Minimums, and Maximums 6. Count Occurances and Distinct Items 7. Display the Summary Card 8. Calculate Percentages within a Table 9. Forecast Future Values 10. Dashboard Interface Overview 11. Basic Dashboarding 12. Interactive Elements 13. Tiled vs Floating Objects 14. Creating Stories	Module 6: Building Dashboards	Quiz # 6 due by 11:59pm on 11/29/2026
	LECTURE SLIDES		Assignment # 6 due by 11:59pm on 11/29/2026
	Aggregation and Calculated Fields		
	Building a Dashboard		
	Dashboard Tools		
	DATASETS		
	Superstore Data		
	KinetEcoSales Data		
	Tableau Sales Data		
11/30	COURSE PROJECT MILESTONE # 2 - PROJECT VIDEO PRESENTATION	Module 7: Final Group Project Presentation	Group Project Video Presentation Submission due by 11:59pm on 12/6/2026
	Project Guide Black Friday Data	Module 7: Take the Salesforce Tableau Desktop Fundamentals Certification Exam	Submit Group Member Peer Evaluation via Feedback Fruits due by 11:59pm on 12/6/2026
			Salesforce Certified Tableau Desktop Foundations Exam Results Uploaded to Blackboard by 11:59pm on 12/6/2026

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