

COURSE INFORMATION

Course title:	Data Visualization	Credits:	2
Course code:	BAIT 518	Class location:	TBD
Session, term, period:	2024W1	Class times:	Sun 8:30am -16:00pm
Section(s):	302	Pre-requisites:	n/a
Course duration:	Sep 8, 22 & Oct 6, 2024	Co-requisites:	n/a
Division:	Marketing & Info Systems		
Program:	PMBA		

INSTRUCTOR INFORMATION

Instructor:	Laurel Xiao, DBA (She, Her)	Office location:	HA 351
Email:	Laurel.xiao@sauder.ubc.ca	Office hours:	T&Th 2:30 -3:15pm

COURSE DESCRIPTION

We live in the data age. Firms are increasingly relying on data-driven analytics in the decision process to stay competitive in the market. A data-driven mindset and solid analytical skills have become essential for today's managers.

Humans are visual animals. The first step towards data-driven decision making is the ability to “see” the data. Effective data visualization helps managers understand business operations, identify business problems, seize market opportunities, and enhance business performance.

Data visualization is the process of getting data, organizing data, exploring data, and presenting data in a visual way. It is not only about the databases, the software tools, the statistics, the tables, and the graphics; it is also fundamentally a form of communication that achieves purposes and delivers impacts.

This course outlines important data visualization topics in a business context. Throughout the term, we will review data, statistics, economics, and visualization concepts, practice efficient software tools, and more importantly, navigate the purpose-driven aspect of data visualization. The class will equip students with a thorough understanding of visual principles, practical frameworks in exploring business data, and solid skills in creating compelling data visualizations.

COURSE FORMAT

The course consists of a mix of lectures, software tutorials, and assignments. All class sessions will be interactive, requiring you to actively participate in and contribute to the class.

LEARNING OBJECTIVES

By the end of the course, students are expected to be able to:

- Understand the importance of business data visualization as a communication tool.
- Understand the principles of visual perceptions and visual communications.
- Create effective data visualizations using tools such as Tableau.
- Design and execute database query languages such as BigQuery to perform data operations.
- Apply data visualization and business analytics frameworks to analyze a business situation.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

At UBC Sauder, we are committed to responsible business practices that can have transformative impacts on society. One of the ways we are reinforcing our commitment to responsible business is by showcasing relevant content in our courses via the lens of the [United Nations Sustainable Development Goals](#). In this course, we will touch on topics that relate to the following goals:

Goal 16: Peace, Justice, and Strong Institutions



In week 1, we will have a discussion on data usage and ethics in information technology.

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
In-Class Quizzes	25%
Group Assignments	40%
In-Class iClicker Questions	5%
Active Engagement: Class participation*	10%
Dashboard Presentation	<u>20%</u>
Total	<u>100%</u>

* Attendance does not equal active engagement. Attendance is necessary but not sufficient to earn these marks.

Details of Assessments

In-class Online Quizzes

To provide a more active learning experience in the classroom, you will regularly complete in-class online quizzes to test your understanding of the lecture content.

Assignments

You are expected to complete two group assignments during the course period. Each assignment accounts for 20% of the course grade. These assignments are designed to give you the opportunity to connect the lecture content with real-world practices and applications. Assignment details will be posted on Canvas.

In-class iClicker Questions

During the lecture, you will be asked to answer questions using iClicker. Make sure to set up your iClicker Cloud account and click the link to sync it with Canvas.

Active Engagement: Class participation

Class participation accounts for 10% of your final course grade and rewards students for contributing to the in-class learning environment. You are expected to attend all classes and actively participate in discussions. Developing business professionalism involves learning to listen actively, think critically, communicate effectively, and work as a positive and productive contributor. These skills will be evaluated through your active engagement in class. To earn participation marks, you must actively engage in classes by:

- thoughtfully asking or answering questions;
- drawing connections between concepts;
- sharing relevant experiences or points of view; or
- building on (and not merely repeating) points raised by others.

Keep in mind that quality outweighs quantity. You should not speak just for the sake of it; instead, find ways to add value to everyone's learning in class. **NOTE:** Attendance alone does not equate to oral participation; you must actively speak and contribute in classes to earn these marks. However, you must be present to participate in class activities. Please arrive on time and stay for the entire duration of the class. Participation points will be deducted if you are late to class.

Dashboard Presentation

The final deliverable for the course is a group dashboard presentation. You will be given a case to analyze and create a dashboard based on the data. Each team will record a 10-minute presentation on the dashboard and upload the video to the Media Gallery by October 20. Instructions for the presentation will be provided in class.

LEARNING MATERIALS

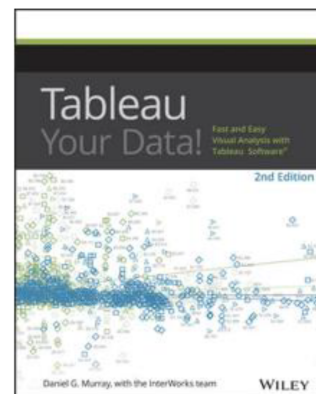
Textbooks

The following book serves as an optional textbook for this course (highly recommend you getting a copy). In addition, we will use customized materials.

- Scott Berinato, 2006. [Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations](#). Harvard Business Publishing.

The following book is recommended as a technical reference to Tableau Software (You can get free access through UBC Library).

- Daniel Murray, 2016. [Tableau Your Data!](#). Wiley.



Other Required Learning Resources

- **UBC Canvas** for accessing class preparation instructions, additional readings and multimedia, online quizzes, and assignment resources.

Software Tools

We will learn the basics of two software tools for this course: Tableau and Google BigQuery. You are required install the software and get familiar with the interface by yourself.

Tableau: Please install the software (Tableau Desktop) on your computer before the first day of class.

- Download URL: <https://www.tableau.com/academic>
- For more information: <https://it.ubc.ca/services/desktop-print-services/software-licensing/tableau>
- Other resources: Tableau website.

BigQuery: Please register an account for Google Cloud before the first day of class.

- URL: <https://cloud.google.com>.
- Other resources
<https://cloud.google.com/bigquery/docs/introduction>
<https://cloud.google.com/bigquery/docs/reference/standard-sql/query-syntax>

SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Per the standard for RHL courses, late submissions will not be accepted and will receive a grade of zero. There are no make-ups for any missed in-class assignments and iClicker questions. You must attend your registered section to earn those marks. If you miss a class due to illness, please make sure to email the instructor BEFORE the class so the weight of the missed assignment can be moved to the rest assignments.

Group Policy

You will be assigned a group. Each group will have 5-6 members. Please contribute the best you can to the group assignments. In the case that you feel other members of your group are not pulling their weights, or are disrupting the functioning of the group, try to resolve the issue as a group. If you need further assistance you may always contact the instructor for help. We will conduct formal peer evaluations at the end of the course. Each member will have the opportunity to evaluate the efforts and contributions of others. In the case that the intra-group evaluations indicate a problem, the individuals who did not pull in their weights will receive discounted grades.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Code Plagiarism

Code plagiarism falls under the UBC policy for [Academic Misconduct](#). Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments. Cases of "reuse" may include, but are not limited to:

- the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
- the translation of an algorithm or a script from a language to another

- the generation of code by automatic code-generations software

An “adequate acknowledgement” requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.

Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

It is recommended that students bring their laptop to classes each day; however, research shows that students’ use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them. Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School’s policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

Grading Policies

Weighting of Assignments: The instructor reserves the right to re-weight course assignments if required. These changes are very rare and would affect all students equally. Re-weighting of course elements does not occur for individual students except in situations of extreme medical or personal emergency.

Scaling: Per [UBC policy](#), instructors, Faculties, departments, and schools reserve the right to scale grades in order to maintain equity among sections and conformity to University, faculty, department, or school norms. You should therefore note that an unofficial grade given by an instructor might be changed by

the faculty, department, or school. **Grades in Canvas are not final and are subject to change.** Grades are not official until they appear on a student's academic record.

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means – including on websites such as Course Hero and Chegg – without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

Use of Artificial Intelligence

Generative AI Permitted Where Specified With Attribution

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assessments or coursework, where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material as per the assessment guidelines and keep a record of how it was used. At a minimum, this will include proper attribution, including in-text citations, quotations and references.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the x^wməθk^wəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

Class	Date	Topic	Readings or Activities
1	Sep 8	<ul style="list-style-type: none"> - Course Introduction - Effective Data Visualization - Introduction to Tableau - Tableau Basics Practices 	Berinato: Good Charts.. Introduction & Part 1 and 2 Murray: Tableau.. Ch 1, 2 & 3 Assignment 1 due: 11:59pm September 15
2	Sep 22	<ul style="list-style-type: none"> - Tableau Intermediate - Spatial Data Visualization - Tableau Advanced - Level of Details 	Berinato: Good Charts.. Part 3 & 4 Murray: Tableau.. Ch 4, 5 & 7 Assignment 2 due: 11:59pm September 29
3	Oct 6	<ul style="list-style-type: none"> - Tableau Dashboards - BigQuery Introduction 	Murray: Tableau.. Ch 8 GCP: https://cloud.google.com/bigquery/docs/introduction