UNIVERSITY OF LOUISVILLE®

COLLEGE OF BUSINESS

Storytelling with Data | MBA 680/MAC 74
1.5 Credit Hours
January – February 2020

I. Instructor Information	
Instructor Contact Information	Zachary W. Goldman, Ph.D. Office: Room 375, COB Telephone: 502-852-2177 Email: zachary.goldman@louisville.edu
Office Hours	MW 12:15 – 1:00 pm; 2:15 – 3:30 pm; or by appointment

II. Course Information	
Class Time	Thursday Evenings: 6:00 – 9:30 pm; Room: BS211
Required Texts	**Knaflic**, C. N. (2015). *Storytelling with data: A data visualization guide for business professionals.* Hoboken, NJ: Wiley. A link to purchase the book on Amazon can be found here. **Evergreen**, S. D. G. (2018). *Presenting data effectively: Communicating your findings for maximum impact (2nd ed).* Thousand Oaks, CA: SAGE. A link to purchase the book on Amazon can be found here. Additional articles, videos, blogs, and resources (free) will be posted on the course Blackboard page under the Course Readings tab.
Required Software	Tableau, Microsoft Word, Excel, PowerPoint, and Word A FREE one-year student license of Tableau is available for download at: https://www.tableau.com/academic/students
Course Description	This course is a data visualization and business presentations course. Throughout the semester, you will develop your ability to organize, visualize, and present data-driven messages that are professional, clear, concise, and persuasive. By the end of the course, you will enhance your ability to communicate with and about data in multiple business and professional contexts: formal individual presentations, team-based presentations, and informal one-on-one and small group interactions.

Prerequisites	Students should have working knowledge of Microsoft Word, Excel, and PowerPoint. No other curriculum prerequisites are required.
Learning Objectives	• To provide an introduction to storytelling with data • To introduce principles of effective data visualization • To introduce principles of effective communication with data • To provide opportunities to practice, get feedback, and refine skills and abilities in communicating and visualizing data
Learning Outcomes	At the end of the course, you will be able to: • Present yourself and your data **professionally** in diverse business communication contexts (e.g., presentations, group discussions) • Explain data and analyses in ways that are **clearly** understood by receivers • Provide **concise** explanations that quickly get to the point without losing important context or content • Demonstrate mastery at being **data-driven** by translating data and analyses into a narrative that provides context for your message • Demonstrate mastery at being **data-driven** by creating informative, clutter-free data visualizations to support your message • Make **persuasive** recommendations that convince receivers to adopt a particular belief or take a course of action
Final Drop Date	Please contact the MBA Office.

III. Evaluation		
Grading Scale	97 – 100 : A+ 93 - 96.9 : A 90 - 92.9 : A- 87 - 89.9 : B+ 83 - 86.9 : B 80 - 82.9 : B-	77 - 79.9 : C+ 73 - 76.9 : C 70 - 72.9 : C- 67 - 69.9 : D+ 63 - 66.9 : D 60 - 62.9 : D- < 60 : F

Grading and Point Distribution	In-Class Attendance/Participation	75
	Data Visualizations (2 @ 50)	100
	Communication Challenges (4 @ 50)	200
	Team Slidedoc and Presentation	125
	TOTAL	500

IV. Course Schedule		
Note: Syllabus and corresponding schedule is subject to change. All changes will be provided in writing.		
Module & Class Date	Topics, Readings and Videos	Tasks to be Completed
Week 1 Class Meets: January 9th	**Topics:** • Course Introduction • Storytelling with Data (Overview) • Context, Goals and Receivers • Narrative and Communication Strategies • The Importance of Visualization **Readings:** • Knaflic Chapters 1 and 7 • Evergreen Chapter 1 **Videos and Podcast:** • Your Storytelling Brain (Gazzaniga) • Future of Storytelling (Paul Zak) • Listen: What is Story? (Podcast, Ep. 2)	1. Read Course Syllabus 2. Complete Week 1 Readings, Videos & Podcast (before class) 3. Submit **Comm. Challenge #1** (See Blackboard for Details) 4. Download Tableau (https://www.tableau.com/academic/students)
Week 2 Class Meets: January 16th	**Topics:** • Pre-Attentive Attributes • Choosing the Right Visual (Snapshots, Comparisons, Parts of a Whole) • Clarity and Conciseness Strategies • Introduction to Tableau **Readings:** Knaflic Chapters 2 and 4 Evergreen Chapter 2 Selecting the Right Visual (Optional) **Videos:** • Tableau Training (Getting Started) • Tableau Training (Connecting to Data) • Tableau Prep Videos (Optional)	1. Complete Week 2 Readings (before coming to class) 2. Submit **Data Visualization #1**: (See Blackboard for Details) 3. Submit **Comm Challenge #2**: (See Blackboard for Details) 4. Begin Watching Tableau Training Videos (Note: You will need to create a free Tableau account to access the videos; you are encouraged to download and follow along with example data)

Week 3 Class Meets: January 23rd	**Topics:** • Continuation of Design (and Color) • Data Visualization vs. Visual Analysis • Persuading with Narratives and Data • Persuasive Adaptation Strategies (Favorable -Unfavorable; Expert-Novice Receivers) **Working with Tableau:** • Importing and Exploring Data • Dashboard and Story Points • Creating Basic Visualizations **Readings:** • Knaflic Chapter 5; Evergreen Chapter 4 • Common Dashboard Pitfalls (Few) - BB **Videos and Podcast:** Tableau Training (Dashboards and Stories) Listen: Big Book of Dashboards (Podcast, Ep. 24)	1. Complete Week 3 Readings 2. Submit **Data Visualization #2**: (See Blackboard for Details) 3. Submit **Comm Challenge #3**: (See Blackboard for Details) 4. Watch all of the *Dashboard and Stories* Training Videos
Week 4 Class Meets: January 30th	**Topics:** • Advanced Visualization Strategies • Assertion Evidence Slide Design • Preparing Slidedocs & Presentations • Delivering with Impact (Vocal, Physical, and Technological Strategies) • Team Dynamics and Workshop w/ Feedback **Working with Tableau:** • Visual Analytics • Interactive Dashboards **Readings:** • Knaflic Chapter 8 • Interactive Dashboards (Loth) – Blackboard • Skimmable Slidedocs (Duarte) - Optional **Videos and Podcast:** • Tableau Training (Visual Analytics) • Ten Tableau Dashboard Tips (YouTube) • Listen: Develop Your Team (Podcast, Ep. 16)	1. Complete Week 4 Readings 2. Submit **Comm Challenge #4**: (See Blackboard for Details) 3. Watch all of the *Visual Analytics* Training Videos 4. Complete draft Slidedoc
Week 5 Class Meets: February 6th	**Topics:** • Formal Presentations • Dealing with Q&A	1. Submit Slidedoc (Upload) 2. Team Presentation (In-Class)

V. Student Responsibilities / College and University Issues	
University of Louisville Student Conduct and Responsibilities	This course will abide by University of Louisville student conduct and responsibilities with regards to ethics and related issues. The university's polices/procedures can be found here.
College of Business Student Conduct & Responsibilities	This course will also abide by College of Business student conduct and responsibilities with regards to ethics and related issues. Please find a copy of the College's policy here.
Religious Holiday Conflict Policy	University policy: http://louisville.edu/diversity/resources/work-restricted-holy-day-policies-calendar.html
University Policy on Equal Access	http://louisville.edu/disability/policies-procedures
Title IX/Clery Act Notification	Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain **confidential** support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111). Disclosure to **University faculty or instructors** of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is **not confidential** under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer. For more information, see the Sexual Misconduct Resource Guide (http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure).