



Incorporating Tableau into your Business Analytics Curriculum: it's easier than you think



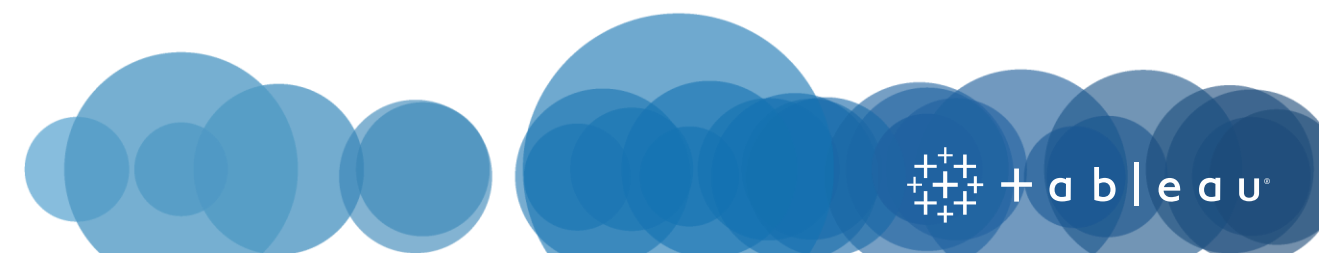
Today's Speaker

Dr. Michael Galbreth

Associate Professor, Management Science

Darla Moore School of Business

University of South Carolina



Bio

Mike Galbreth has taught quantitative courses at the University of South Carolina's Darla Moore School of Business since 2006. He has also taught MBA classes at Vanderbilt University and in the Moore School's joint programs in Mexico, Austria, and South Korea. Mike's teaching has been recognized with numerous awards, including seven Outstanding Professor awards in the full-time MBA program. Mike is a past recipient of the Fulbright Scholarship for his research and is a frequent author and reviewer for leading academic journals. He currently serves as an Associate Editor for *Decision Sciences* and the *Journal of Operations Management*. Mike is the co-founder of the Moore School's Analytics Initiative, and he currently teaches data visualization in both the full-time and part-time MBA programs.



Data analysis skills are in demand in the workplace

EIGHT CAREER SKILLS YOU NEED TO BE COMPETITIVE IN 2016



8. AN UNDERSTANDING OF ANALYTICS
Analytics are relevant to all facets of your business and career, and to get ahead, you will need to be able to read and understand them, says Ken Bodnar, chief technology officer of the online auto auction [Selectbidder.com](#).

Analytics can help target a larger customer base by analyzing the demographic of your current customer. They help support projections, and they can increase revenue stream by offering areas to exploit disruptive uses for your products and services.

The 25 Skills That Can Get You Hired in 2016

- **Data isn't going anywhere.** Our top skill category [last year](#), statistical analysis and data mining, is still sitting comfortably at #2. It is the only skill category that is consistently ranked in the top 4 across *all* of the countries we analyzed. We still live in an increasingly data-driven world, and businesses are *still* aggressively hiring experts in data storage, retrieval and analysis.

THESE ARE THE TOP 25 JOBS IN THE U.S. THIS YEAR

EARNING POTENTIAL, CAREER OPPORTUNITIES, AND THE NUMBER OF JOB OPENINGS FACTOR IN TO RANK ON GLASSDOOR'S IN-DEMAND JOBS FOR 2016.

1. DATA SCIENTIST
■ Number of Job Openings: 1,736
■ Median Base Salary: \$116,840

11. ANALYTICS MANAGER
■ Number of Job Openings: 982
■ Median Base Salary: \$105,000

How are higher education institutions responding to this?

Remodelling MBAs for the digital era

Tech skills now a core requirement

MBA programmes must prepare students to run digital businesses because today almost every business is digital, says Annabelle Gawer, associate professor in strategy and innovation at Imperial College Business School.

“The fusion of business and technology is at the heart of where the economy is going. I think our MBA participants understand that, corporations understand that and entrepreneurs and investors understand that.

Big Data Courses Lead B-Schools' Efforts To Boost Digital Economy Careers

Programs on analytics, innovation, cyber security gain ground

Written by Seb Murray | MBA Careers | Wednesday 6th January 2016 21:02:00 GMT

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BIG DATA // **BIG DATA ANALYTICS**

NEWS

12/16/2015
09:06 AM



Universities Expand Curriculum To Meet Data Scientist Demand

Technological advances and market forces are driving demand for data scientists, and universities are stepping up to fill the need by expanding their curriculums. Here's a closer look at some of the programs.

Why Tableau?

- Sought-after skill (jobs!)
- “Leader” in the Gartner Magic Quadrant
- Ease of use



Getting yourself up and running with Tableau

- Get a license through [Tableau for Teaching](#):
 - Fill out the online form to receive an Instructor license
- Learn the software
 - On-demand videos
 - Live training options
 - Free one-hour live [webinars](#)
- Tableau for Teaching resources
 - [Teacher User Group](#)
 - [Teacher Support](#)



Getting your students up and running with Tableau

- It's easy!
- Getting licenses:
 - Tableau for Teaching:
 - Fill out the online form to receive bulk student license keys and lab keys.
 - New class and lab licenses can be requested each term
 - Tableau for Students:
 - Full-time Undergraduate and Graduate students can individually request a one-year license.
 - New one-year licenses can be requested each year the student is enrolled at an accredited university.



Course materials

Tableau materials for instructors are:

- Highly modular
- Customizable
- Constantly evolving and expanding (with your input!)

Email tft@tableau.com requesting specific modules, and a link to the modules will be provided



Course materials – what resources are available?

Resources to introduce Tableau in your class:

- Syllabus template
- Example test questions
- Example final project assignments
- The **Basic Module** of Tableau topics
 - Designed as the minimum foundation of Tableau skills
 - Estimated as 3 weeks of class time
 - Potentially longer if more in-class activities and open-ended exploration are included
 - Potentially shorter if Tableau's on-demand videos are leveraged outside of class
- **Advanced Modules** (*currently under development*)



The Basic Module

Fundamentals of Tableau covered via 9 modular topics:

1. Introduction to Visualization
2. Connecting to data with Tableau
3. Overview of the Tableau user interface
4. Working with discrete and continuous data
5. Basic charts
6. Dashboards and stories
7. Formatting
8. Introduction to calculated fields
9. Maps in Tableau



The Basic Module – what resources are available?

For each topic, instructors will be provided with the following resources:

- Instructor scripts for in-class lectures/examples
- Student handouts
- Data files (as needed beyond the Global Superstore dataset)
- In-class exercises, with solutions (some topics)
- Homework assignments, with solutions (some topics)



Advanced Modules *(currently in development)*

Coming soon:

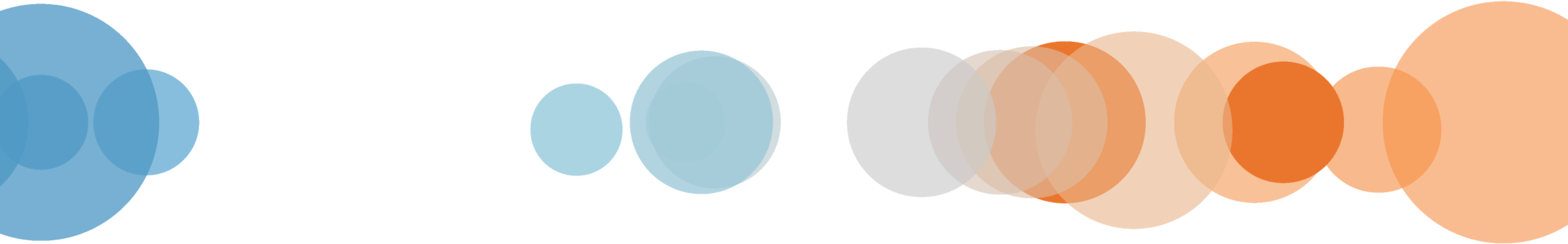
- Data preparation and ETL
- Advanced chart types
- Working with social media data
- Advanced mapping
- Advanced formatting
- R integration with Tableau
- Advanced calculated fields, LOD expressions, and parameters

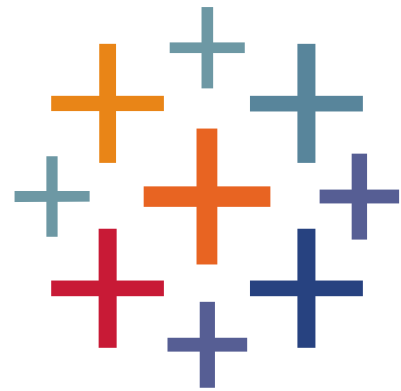
Contribute your own ideas/materials for other advanced modules!



Live Q&A

Questions? Contact tft@tableau.com or galbreth@moore.sc.edu





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