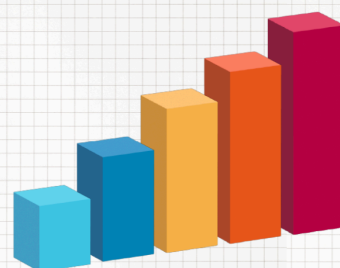


Course Syllabus

[Jump to Today](#)

MBA 783

Informing Healthcare Decisions with Data Analytics



Course Information

This course is offered collaboratively through the UW MBA Consortium.

Course Title: Informing Healthcare Decisions with Data Analytics

Course Section: 840

Credit Hours: 2

Course Term: Summer 2026

Delivery Mode: Online

Course Dates: July 5, 2026 – August 23, 2026

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: [Add or drop a class at the Consortium/UW-Eau Claire](#) ➞ | [Add or drop a class at UW Oshkosh](#) ➞

Instructor Information

Instructor Name: James R. Gross, Ph.D.

Home Campus: University of Wisconsin - Eau Claire

Email: GROSSJR@UWEC.EDU

Phone: 715-523-0449

Course Description

In this course students discover ways to gather, analyze, interpret, communicate, and use data for organizational decision making. Students learn concepts regarding data analytics, methodologies for gathering data, and strategies for managing data for analysis and use. Students will also discuss ways to communicate data clearly and accurately for the variety of internal and external audiences in healthcare organizations.

Course-Level Learning Outcomes

Students will do the following to solve a problem, communicate a decision, or address an issue:

1. Discern appropriate sources of information.

2. Analyze data to determine which are relevant.
3. Interpret information accurately and ethically.
4. Create data-driven stories that are clear, meaningful, relevant, accessible, and appropriate for the audience, context, and purpose.
5. Design visuals, including dashboards, that serve as the primary means of communicating data-driven stories.

Required Course Materials

Textbook

Title: The Data Storyteller's Handbook: How to create business impact using data storytelling (1 edition, 2023)

Authors: Greenbrook.

ISBN: 978-0473694913

Title: Visualizing Health and Healthcare Data: Creating Clear and Compelling Visualizations to "See How You're Doing" (1 edition, 2020)

Authors: Rowell, Betzendahl, and Brown.

ISBN: 978-1119680888

You may access the Rowell, et al. text online for free through your respective institution's library:

- [Access text through the UW–Eau Claire McIntyre Library](#) 
- [Access text through the UW–Oshkosh Libraries](#) 

****Please note that this ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.****

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas is a requirement of this course.

Please review the minimum technology requirements and recommendations in the **Online Course Resources** link in the left-hand Course Navigation menu. To set yourself up for success, pay special attention to the sections on *Your Responsibilities*, *Strategies for Success*, *Tech Tips*, and *Tech Support*.

Course Topical Outline

This course is organized in the following units:

- **Unit 1:** Making Healthcare Data Sticky and Actionable with Storytelling
- **Unit 2:** Identifying and Gathering the Right Data
- **Unit 3:** Interpreting Data
- **Unit 4:** Creating Data-driven Stories
- **Unit 5:** Creating Data Visualizations

Assignments & Activities

The course assignment and activity point breakdown is as follows:

- **Individual Assignments = 500 points**

- 5 assignments (100pts each)
- **Group Project Activities = 225 points**
 - 6 discussions (30pts each)
 - 1 final deliverable (30pts)
 - Discussion leader participation (15pts)
- **Introduction Discussion = 30 points**
- **Total Points = 755 points**

Individual Assignments

There are 5 individual assignments in this course for 100 points each. These activities are to be done independently and will require you to apply what you have learned from both course materials and group discussion activities.

Group Project Activities

The course group project requires you to collaborate with a small group of peers to address a scenario requiring the use of data to help make decisions. The group project is composed of 5 discussions for 30 points each and a final case submission worth 30 points. Groups are expected to consistently participate in weekly discussions to build their final project deliverable throughout the duration of the course. Every student will serve as group leader at least once and facilitate what goes into your group's collaborative document at the end of the week's discussion. The final deliverable will be due at the end of the course for assessment.

Final Letter Grades Scale

- A = 93-100%
- A- = 90-92.9%
- B+ = 87-89.9%
- B = 83-86.9%
- B- = 80-82.9%
- C+ = 77-79.9%
- C = 73-76.9%
- *C- = 70-72.9%
- *D+ = 67-69.9%
- *D = 63-66.9%
- *D- = 60-62.9%
- *F = 0-59.9%

*For UW Oshkosh students anything below a C is considered an F according to the [grading policy](#) ➞

Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

- For UW Oshkosh students, the [UW Oshkosh policy on absences](#) ➞ will apply.
- For UW MBA Consortium students, the [UW-Eau Claire Authorized Absence Policy](#) ➞ will apply.

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Late Work Policy

For assignments other than discussions, there will be a 10% deduction for each day late and no credit after 5 days. For discussion assignments, zero points will be awarded for late submissions. This approach is taken simply because entering a discussion after it is over does not support our shared learning goals.

If you need special consideration regarding an assignment due date, contact me ahead of time and special arrangements may be made, subject to our discretion. Occasionally, situations occur that can require an extension on an assignment (e.g., death in the family, hospitalization, job responsibility changes). I suggest these can be handled by you contacting me at your earliest opportunity, and together we can determine if an extension is advisable or if other action is needed.

What You Can Expect from Me

I will do my utmost to respond to your questions within 24 hours and submit evaluations within 3 to 7 business days after the assessment deadline. For questions related to the course, please post in the [Ask the Class/Raise Your Hand](#) forum in the Community Discussions module. For questions of a sensitive or strictly individual nature, please email or phone me directly.

Please check the Announcement area in the course homepage frequently for course-related announcements, thoughts from the instructor, and other updates and information pertinent to the course.

Please contact me if you are having difficulty understanding any of the material or if you are having difficulty accessing it. I want you to succeed in this course and I can help you do so.

What I Expect from You

Class Participation Expectations

Your active participation is considered invaluable to the success of this class. If knowledge and technology are the twin forces transforming a winning approach to the 21st century, the ability to add value to any undertaking whether at home or abroad requires collective input. Your insightful comments and consistent observations in class discussions are therefore indispensable contributions to everyone's learning in this class.

Time Allotment

This is a 2-credit course delivered over a 7-week period. Therefore, we expect you will log in each weekday and spend about 12 hours per week on this course. This includes time spent reading, completing required activities, and completing the assignments and discussions. The instructional resources built into this course are extensive because the nature of the subject matter requires breadth and depth of analysis. In this course, your best approach is to adopt a steady habit of daily logins, reading regularly, and watching the instructional videos as soon as possible.

Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Academic Integrity

Integrity is an important component of students' academic experience. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructor and may not be shared outside of this course (e.g., to commercial "study sites") without my permission.

Unless I specify otherwise, all work that you turn in to me should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from Purdue](#)  for APA citation guidelines.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

The UW MBA Consortium Program does use Turnitin to check the originality of assignments.

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14](#) ). Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Generative AI Use

To create a shared understanding regarding the use of generative AI in this course, this course's policy on the "Generative AI Use" page is available in the [Course Information](#) module. Keep in mind that other instructors may have different expectations based on their course outcomes, so be sure you always check before you use generative AI in your classes.

Please note that the UW MBA Consortium owns the copyright to all course and program materials. You may not share program or course materials in any way in any generative AI platform. Likewise, this course will not require you to share program or course content or your work in a generative AI platform. You are encouraged to ask any questions you have regarding the policy.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative](#) and with [Section 508](#)  guidelines. Additionally, Canvas was certified as a [substantially conformant LMS](#)  by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at BIZHelp@uwec.edu and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	Due
	Complete the Code of Conduct	12am
Mon Jul 6, 2026	Unit 1 Overview: Making Healthcare Data Sticky and Actionable with Storytelling	to do: 11:59pm
Wed Jul 8, 2026	Unit 1 Discussion: Introduce Yourself - An Introduction to Visual Thinking and Storytelling	due by 11:59pm
Sun Jul 12, 2026	Unit 1 Discussion: Response Posts Due	to do: 11:59pm
	Unit 1 Assignment: Identifying & Critiquing a "Sticky" Visual	due by 11:59pm
Mon Jul 13, 2026	Unit 2 Overview: Identifying & Gathering the Right Data	to do: 11:59pm
Wed Jul 15, 2026	Unit 2 Discussion: Gathering Data to Meet Your Goals and Your Audience's Needs	due by 11:59pm
	Unit 2 Discussion: Response Posts Due	to do: 11:59pm
Sun Jul 19, 2026	Unit 2 Assignment: Increasing Medicare Wellness Visits Part 1: Gathering Data	due by 11:59pm

Date	Details	Due
Mon Jul 20, 2026	Unit 3 Overview: Interpreting Data	to do: 11:59pm
Wed Jul 22, 2026	Unit 3 Discussion: Analyzing and Interpreting Your Data	due by 11:59pm
	Unit 3 Discussion: Response Posts Due	to do: 11:59pm
Sun Jul 26, 2026	Unit 3 Assignment: Analyzing and Interpreting Data – Continuing the Case of Green Prairie Medical Clinic	due by 11:59pm
Mon Jul 27, 2026	Unit 4 Overview: Creating Data-driven Stories	to do: 11:59pm
Wed Jul 29, 2026	Unit 4, Week 1 Discussion: Creating the Narrative for Your Story	due by 11:59pm
	Unit 4, Week 1 Discussion: Response Posts Due	to do: 11:59pm
Sun Aug 2, 2026	Unit 4 Assignment: What is this article trying to tell me?	due by 11:59pm
Wed Aug 5, 2026	Unit 4, Week 2 Discussion: Creating the Narrative for Your Story (continued)	due by 11:59pm
Sun Aug 9, 2026	Unit 4, Week 2 Discussion: Response Posts Due	to do: 11:59pm
	Unit 5 Overview: Data Visualizations	to do: 11:59pm
Mon Aug 10, 2026	Unit 5, Week 1 Discussion: Make a post indicating the data visualization you want to create.	to do: 11:59pm

Date	Details	Due
Wed Aug 12, 2026	<u>Unit 5, Week 1 Discussion: Visualizing Your Data Story</u>	due by 11:59pm
Sun Aug 16, 2026	<u>Unit 5, Week 1 Discussion: Response Posts Due</u>	to do: 11:59pm
	<u>Unit 5 Assignment: Critiquing and Designing Visuals</u>	due by 11:59pm
Wed Aug 19, 2026	<u>Unit 5, Week 2 Discussion: Finalizing Your Data Story</u>	due by 11:59pm
Sun Aug 23, 2026	<u>Sana Health Systems: Final Group Project Submission</u>	due by 11:59pm
	<u>Discussion Leader Participation</u>	
	<u>Final Grade</u>	