



## **Contact and Course Information**

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**Office Phone:** (432) 294 -5387

**Office Hours:** Tuesday nights from 6:00 to 6:30 pm or by request.

**Course Time and Location:** This course is an online-only course.

**Course Date Range:** Monday, August 25, 2025 to Friday, October 17, 2025

**Course Title:** AST 4350: Data Driven Decision Making

**Course Section:** 1W1 (Online course)

**Course Credit Amount:** 3 credit hours

## **Welcome to AST 4350 Data Driven Decision Making!**

### **Course Description:**

This course introduces students to the power of data in driving effective leadership and strategic decision-making within organizations. Focused on equipping students with the skills to interpret and leverage quantitative data from multiple disciplines—such as statistics, economics, accounting, and finance—this course emphasizes how to translate complex data into actionable insights for organizational success. Students will explore practical tools and methodologies to analyze data, ensuring decisions are informed by evidence and aligned with broader organizational goals.

Through case studies and real-world scenarios, students will learn how to use data to make informed decisions that enhance workplace performance, foster innovation, and support ethical decision-making. This course serves as the foundation for developing strong leadership and management skills, preparing students to navigate and succeed in diverse industries.

### **Student Learning Outcomes**

1. Students will be able to identify and apply basic quantitative tools and techniques from disciplines such as statistics, economics, and finance to analyze data and interpret its relevance in decision-making contexts.
2. Students will demonstrate the ability to use basic data to make informed decisions that address organizational challenges, with an emphasis on applying data in real-world, practical scenarios.
3. Students will be able to identify potential ethical concerns when using data for decision-making and describe how to approach decisions responsibly and transparently in organizational settings.

### **In what ways will you be a competitive and hireable graduate of SRSU? (Marketable Skills for the Organizational Leadership and Agriculture and Industry Programs)**

1. Students will demonstrate knowledge of project management, project planning, scheduling, and estimating.
2. Students will demonstrate knowledge of industry safety practices.
3. Students will understand and implement lean philosophies to improve efficiency and eliminate waste.
4. Students will demonstrate the ability to communicate information and ideas verbally and in writing so others will understand.

**Required Materials:**

There is no required textbook for this course. However, assigned readings and videos will be available through the Blackboard site. All of these resources will be free and available through the SRSU Library.

## **Student Support and Resources**

**SRSU Accessibility Services Statement**

Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services must contact Mary Schwartz Grisham, M.Ed., LPC, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email [counseling@sulross.edu](mailto:counseling@sulross.edu). Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832.

**Wildenthal Memorial Library (Sul Ross Library)**

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu](http://library.sulross.edu). Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting [library.sulross.edu/texshare](http://library.sulross.edu/texshare) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu).

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan, ScanIt, and Direct Mail to get materials delivered to you at home or via email.

**Distance Education Statement**

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

**Distance Education Non-Participation Statement**

Policies in effect for on-campus, traditional classroom instruction courses also apply to students enrolled in distance education courses, including Web-based and ITV courses. The University allows a maximum of 20% absences in a course before an instructor may drop a student for excessive absences. In Web courses, this policy is interpreted as not participating for more than 3 weeks in a long semester or 1 week in a summer session.



***Any student dropped for non-participation will receive an “F” in the course dropped. Inactivity may include the following:***

- not logging on to the course not submitting assignments
- not participating in scheduled activities
- not communicating with the instructor by phone or email, and/or
- not following the instructor's participation guidelines stated in the syllabus.

Any student who has not logged on to this course or submitted assignments by September 23, 2025 be considered to have exceeded the University's policy on “excessive absences” and may be automatically dropped from the course. Blackboard statistics track the logins made and document the sections of the course accessed. These statistics will be used by your professor as a factor in documenting your participation in the course.

### **The Difference Between In-Person And Online Courses**

1. Be realistic about the amount of time required to do the coursework.
2. You have to be proactive about communicating with your instructor and checking the Blackboard site.
3. Online does not mean easier.
4. I recommend that you schedule class time just as if you were attending classes in-person.
5. You have to work harder to actively participate, sometimes.
6. **Use your email and the discussion boards to keep communication going.**
7. It's easier to fall behind on assignments in an online course.
8. Ask for help when and if you need it!

## **Course Expectations**

### **Due Dates**

All assignments and projects will be given due dates which must be met. All assignments will be due by 11:59 pm on the assigned day. Assignments and projects will not be accepted if they are turned in late without approval. **Late assignments will lose 10% per calendar day.** Students are responsible for meeting the deadlines even if classes are missed.

### **Plagiarism**

A student guilty of plagiarism and/or cheating will receive a grade of “F” in the course involved and the grade will be recorded on the transcript. Students giving and receiving assistance in any unauthorized manner during an examination will be subject to this cheating policy. A pattern of cheating will result in suspension.

### **Academic Honesty**

All students are expected to complete their own work at all times. Any dishonest conduct will be promptly rewarded with a grade of “F”.

### **Grade Allocation**

Letter Grade	Percentage Range	Points Range (out of 120)
A	90-100%	108-120 points
B	80-89%	96-107 points
C	70-79%	84-95 points
D	60-69%	72-83 points
F	Below 60%	0-17 points



Assignment Type	How many are there?	How many points are they worth?	Maximum Points
Discussion Boards	4	10	40
Assignments	6	10	60
Excel Quizzes	4	5	20
<b>Totals</b>	<b>14 things to do</b>		<b>120 points</b>

## Assignment Breakdown With Due Dates

Due Date	Assignment Title	Assignment Type	Assignment Maximum Grade
Friday, August 29, 2025	<b>Self-Introduction</b> Discussion Board 1 & response	Discussion Board	10
Tuesday, September 1	<b>Excel Quiz #1</b> Try it #16 on Niche Academy	Excel Quiz	5
Friday, September 5	<b>Excel Quiz #2</b> Try it #17 on Niche Academy	Excel Quiz	5
Tuesday, September 9	<b>Assignment #1</b> Popular Article using Data	Assignment	10
Friday, September 12	<b>Excel Quiz #3</b> Try it #18 on Niche Academy	Excel Quiz	5
Tuesday, September 16	<b>Assignment #2</b> Mean Disaggregation & Report	Assignment	10
Friday, September 19	<b>Excel Quiz #4</b> Try it #19 on Niche Academy	Excel Quiz	5
Tuesday, September 23	<b>Assignment #3</b> Data Visualization	Assignment	10
Friday, September 26	<b>Discussion #2</b> Which data source would you choose?	Discussion Board	10
Friday, October 3	<b>Assignment #4</b> Decision-Making Journal	Assignment	10
Tuesday, October 7	<b>Assignment #5</b> Organizational Dilemma	Assignment	10
Friday, October 10	<b>Discussion #3</b> Data & Decision-Making Debate	Discussion Board	10
Tuesday, October 14	<b>Assignment #6</b> Decision Tree-Case Study Analysis	Discussion Board	10
Friday, October 17	<b>Discussion #4</b> Misrepresentation & Misuse of Data	Discussion Board	10

***Please note that this syllabus is subject to change at any time. If changes occur, students will be given advanced notice of said changes.***