Nebraska Wesleyan University

BUSAD 5650 Storytelling With Data

Catalog

2025-2026

Course Description

Storytelling is one of the oldest and most powerful tools for action, and this course empowers MBA students to transform raw data into compelling narratives that drive business decisions. By the end of this course, you'll be able to create data queries and visualizations, integrate data into business planning, and effectively communicate your findings, helping organizations turn data into a strategic tool for competition and innovation.

Course Hours

3 hours

Departments

1. Business Administration (Graduate)