



## Syllabus

### **SCHOOL OF BUSINESS AND MANAGEMENT** **BUS 420: Artificial Intelligence (AI) Business Applications**

5 Credits  
Effective: Spring 2018-2019

*Access to the Internet is required.  
All written assignments must be in Microsoft-Word-compatible formats.  
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

## **FACULTY**

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

## **COURSE DESCRIPTION**

This course is designed to introduce students to the field of Artificial Intelligence (AI) and how AI is applied in the business world. The global AI market is growing rapidly, and organizations will need to understand how to leverage AI strategically to remain competitive. An introduction to basic concepts in AI and the different AI capabilities will be the primary focus in this class. Some examples of these capabilities include computer vision, chatbots, recommender systems, and smart speakers. Students will work on real-world scenarios to identify proper areas for the application of AI to solve business problems and create value.

## **COURSE RESOURCES**

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). The reading list can be found under Course Information in Blackboard as well as from the library homepage.

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available at no cost to students.

Students in Canada will see required resources they need to purchase tagged “Purchase from the Canadian Bookstore.” Students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

## **CITYU LEARNING GOALS**

This course supports the following City University learning goals:

- Critical thinking

## COURSE OUTCOMES

In this course, learners:

- Understand AI core concepts, strategic role, capabilities, and methods.
- Analyze business problems and select the appropriate AI capability and methods to devise customized solutions and create value for the organization.
- Integrate complementary AI concepts with respect to the dynamics of the situation of interest to achieve business value.
- Identify appropriate situations and opportunities where AI capabilities and methods could enhance performance.
- Create a plan on how AI can be applied to solve a business problem.

## CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- AI, machine learning, and deep learning
- Computer vision
- Chatbots
- Smart speakers
- Sentiment analysis
- Emotional AI
- Recommendation systems
- AI-business integration

## OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Instructor Determined Assignments and Activities	20%
Individual Case Analysis (3)	45%
AI Core Team Project	35%
<b>TOTAL</b>	<b>100%</b>

## SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

### Instructor Determined Assignments and Activities

Whether in class, online, or in a mixed mode setting, you will be graded on your participation in classroom discussions; your ability to present, explain, or defend alternative viewpoints; and the degree to which you have mastered the concepts and principles inherent in the study of business management.

Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. Your instructor may also choose to create additional activities to support learning in the classroom or online.

<i>Components</i>	<i>% of Grade</i>
Quality of Responses	40%
Quantity of Responses	40%
Timeliness	20%
<b>TOTAL</b>	<b>100%</b>

### **Individual Case Analysis**

Throughout the course, students will engage in problem solving via identification and alignment of AI capabilities and methods. Each case analysis will present a business problem that will be analyzed and students will complete a case analysis on how to address this business problem with the appropriate AI capability. The instructor will assign a case or provide guidelines to use in selecting a case for analysis. A case analysis is designed to simulate solving business problems with AI. Adherence to APA formatting is required and the case response should be approximately 2500 words in length and include a minimum of 3 references.

<i>Components</i>	<i>% of Grade</i>
Analysis	75%
Style and Mechanics	15%
APA	10%
<b>TOTAL</b>	<b>100%</b>

### **AI Core Team Project**

Throughout the course, students will be exposed to different AI capabilities and methods. At the start of the course, students will be assigned to teams, and each team will select an organization and a business problem to be solved. Suggestions will be provided by the instructor that teams can choose from or teams can select their own problem to work on upon the instructor's approval. The AI Core Project represents a plan that identifies organizational goals, a specific business problem, and the AI capability to address the business problem. The AI Core Project assignment will cover the following sections:

- Introduction of the organization
- Strategic goals of the organization
- The business problem to be solved
- AI capability to be adopted with support as to how the business problem is solved
- Detailed explanation of AI capability with application examples
- Expected business outcomes of AI capability adoption

Adherence to APA formatting is required and the case response will be approximately 5000 words and should include a minimum of 7 professional references. Teams will present their AI Core Project to the class during Week 9. If the course is in an online format, teams will record and submit their narrated presentation. Presentation should be approximately 15 minutes in length, covering the key sections of the core project assignment (see the outline above). Each team member will fill out an evaluation to indicate level of individual performance on the team. This evaluation will contribute to the Teamwork category portion of the assignment.

<i>Components</i>	<i>% of Grade</i>
Analysis	25%
Business Plan	25%
Team Presentation	15%
Team Contribution	15%
Style and Mechanics	10%
APA	10%
<b>TOTAL</b>	<b>100%</b>

## **COURSE POLICIES**

### **Late Assignments**

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor **PRIOR TO** the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

### **Participation**

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to team projects.

### **Professional Writing**

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

## **UNIVERSITY POLICIES**

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

### **Non-Discrimination & Prohibition of Sexual Misconduct**

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint

process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

### **Religious Accommodations**

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

### **Academic Integrity**

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the University Catalog in the section titled [Academic Integrity Policy](#) under Student Rights & Responsibilities.

### **Attendance**

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly. Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled Attendance under Student Rights & Responsibilities.

### **Final Assignments Due Date**

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

## **SUPPORT SERVICES**

### **Disability Services Accommodations Statement**

Students with documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at [disability@cityu.edu](mailto:disability@cityu.edu) or 206.2369.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with your course instructors.

### **Library Services**

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services](#) online, 24 hours a day, seven days a week.

### **Smarthinking Tutoring**

CityU students have 24/7 access to free online tutoring offered through Smarthinking, including writing support, from certified tutors. Contact CityU's Student Support Center at [mycityusupport@cityu.edu](mailto:mycityusupport@cityu.edu) to request a username and password.