



## **TMGT 597 Special Topics: Applications of Artificial Intelligence (AI) for Technology Management**

### **COURSE SYLLABUS: Summer 1- 2020**

**Instructor:** Burchan Aydin, Ph.D.

**Office Location:** AG/IT 213-B (*Engineering and Technology Building 2<sup>nd</sup> floor*)

**Office Hours:** Available upon Request online

**Office Phone:** 903-886-5174

**Office Fax:** 903-886-5690

**University Email Address:** burchan.aydin@tamuc.edu

**Preferred Form of Communication:** e-mail

### **COURSE INFORMATION**

**Course Schedule:** Online from **June 1 to July 2**

**Course Location:** Online

#### **Materials – Textbooks**

##### ***Textbook Required***

**Applied Artificial Intelligence: A Handbook For Business Leaders**, by Mariya Yao, Adelyn Zhou, Marlene Jia, 2018, ISBN: 978-0-9982890-2-1.

**Optional** textbook: Publication Manual of the American Psychological Association (APA), 7<sup>th</sup> Edition.

- ✓ **APA format is required** in all assignments and papers in this course. You can find the APA guidelines in this manual.
- ✓ You can also find this manual online from multiple reliable sources.

*The syllabus/schedule are subject to change.*

## Course Description

Study of applications of artificial intelligence (AI) for technology management. Emphasis on what technology managers need to know about AI, and how to develop an enterprise AI strategy. Research and writing assignments are required. Prerequisites: TMGT 595 (or corequisite), or permission of Department Head.

## Student Learning Outcomes

Upon satisfactory completion of the course, the student shall be able to;

- Evaluate current potential and limits of AI,
- Create a plan to develop an enterprise AI strategy,
- Evaluate the machine intelligence continuum,
- Comprehend the future of work in technology enterprises based on AI investments,
- Conduct literature reviews,
- Support ideas by using peer-reviewed journal articles.

## COURSE REQUIREMENTS

This course is completely online. This course consists of a series of:

- Discussion Posts, and
- A final project, where the students will propose a mini business plan to develop a technology enterprise with AI strategy

### Point Distribution

Assessment Type	%	Points
Discussion 1	20	100
Discussion 2	20	100
Discussion 3	20	100
Final Project	40	100
<b>Total</b>	<b>100 %</b>	

Based on the points received, the grades will be determined according to the criteria below.

Point	Grade Criteria				
	A	B	C	D	F
Percentages	100 - 90	89 - 80	79 - 70	69 - 60	59 - 0

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## Brief Explanation of Course Assessments

### Discussion Posts:

- Discussion posts require reference to the textbook and also external peer-reviewed references.
- APA 7<sup>th</sup> edition referencing rules must be used for citations.
- In-text and after-text references are required.
- Discussion posts will be available weekly.
- A penalty of 20% PER DAY will be assessed on late assignments. After the grace period of 1 week, ZERO credit towards a final grade.
- Discussion posts will be graded based on the following:

Rubric for Discussion posts	
The content of your post: Creativity, originality, clarity, thoroughness	40%
Scientific thought: Support of your ideas by using peer reviewed journal articles (textbook and external sources) and citing them in APA format in-text and after-text	30%
Creative participation in other students' posts (not including sentences such as <ul style="list-style-type: none"><li>• I like your idea</li><li>• That's a good idea</li><li>• I agree with you</li></ul> Your participation has to be adding value to the post, by showing support with references, or by sharing your own experiences. You are not evaluated by the number of replies you post, but by the <b>quality</b> of response.	30%

### Final Project:

- It is an individual project.
- The objective of the final project is to create a mini-business plan for a technology start-up heavily investing on AI.
- The details will be provided in week 2 of the semester.

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## COURSE OUTLINE / CALENDAR

Week #	Starting Day	Topics	Readings	Assessment(s)
1	June 1	<ul style="list-style-type: none"> <li>Introduction to Course and</li> <li>What Business Leaders Need to Know about AI</li> </ul>	Textbook Pages 5-50	Introduce Yourself and <b>Discussion 1</b> Due June 8th, 11:59 pm
2	June 9	<ul style="list-style-type: none"> <li>How to Develop an Enterprise AI Strategy</li> </ul>	Textbook Pages 51-150	<b>Discussion 2</b> Due June 15 <sup>th</sup> , 11:59 pm
3	June 16	<ul style="list-style-type: none"> <li>AI for Enterprise Functions</li> <li>How to develop a mini business proposal</li> </ul>	Textbook Pages 151 to the end of the book	<b>Discussion 3</b> Due June 22 <sup>nd</sup> 11:59 pm
4	June 23	<b>Final Project Week</b>		
5	June 29	<b>Final Project Due July 2<sup>nd</sup>, 11:59 pm</b>		

This schedule is tentative. It is subject to change.

## TECHNOLOGY REQUIREMENTS

### Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive

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support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

### Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

### Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest

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Device	Operating System	Browser	Supported Browser Version(s)
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or <b>point</b> release of that major version) and the previous major version of iOS (the latest minor or <b>point</b> release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.  Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- **For YouSeeU Sync Meeting sessions 8 Mbps is required.** Additional system requirements found here: <https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>
- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.

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Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
  - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (version 17 or later) <https://get.adobe.com/flashplayer/>
  - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
  - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

## **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

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# COMMUNICATION AND SUPPORT

## Brightspace Support

### *Need Help?*

### **Student Support**

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### **Technical Support**

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “[click here](#)” to submit an issue via email.



### **System Maintenance**

D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

### **Interaction with Instructor Statement**

The instructor will response to your questions on D2L tools within 24 hours. For urgent questions, and for questions that are not answered within 24 hours, please prefer e-mail correspondence.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### **Course Specific Procedures/Policies**

- All assignments have to be submitted under the designated dropbox at the D2L website. No e-mail submissions for assignments will be accepted.
- Do not forget to title the documents as: yourfirstname\_your lastname\_assignment number

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

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## ***University Specific Procedures***

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

<http://www.albion.com/netiquette/corerules.html>

### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

### ***ADA Statement***

#### **Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other

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things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

## **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

## **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

## ***Campus Concealed Carry Statement***

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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