



EAST TEXAS A&M

COB 320 - AI for Business

Fall 2026 | August 20 - December 4

Instructor	John Engel
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College of Business Mission, Vision, and Values

Mission: Inspire transformational learning. Create applied knowledge. Forge impactful connections.

Vision: Transform Minds - Transform Business - Transform Lives

Values: Integrity and mutual respect; diversity; stakeholder engagement; innovation and continuous improvement; and socially responsible, transparent conduct.

Course Information

Credit Hours	3
Required Text	AI in Business (Open Educational Resource - free)
OER Website	https://prof-califf.github.io/ai-in-business/
Mode of Instruction	Online course delivered through D2L

Course Description

This course examines how artificial intelligence is being used to create business value, improve decision-making, transform operations, personalize customer experiences, and reshape competitive strategy. Students will analyze real-world AI applications and evaluate the opportunities, costs, risks, ethical concerns, workforce implications, and governance requirements associated with organizational AI adoption. The course emphasizes business application and managerial decision-making rather than programming expertise.

Course Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain foundational artificial intelligence concepts and distinguish among major forms of AI used in business.
2. Analyze how organizations use AI to improve decision-making, operations, customer experiences, products, and competitive strategy.
3. Apply the AI Factory framework to evaluate how data, models, predictions, decisions, value, and feedback interact in an AI-enabled business process.
4. Evaluate opportunities for implementing AI within an organization, including feasibility, benefits, costs, risks, and organizational impact.

5. Analyze ethical, legal, environmental, workforce, and governance issues associated with artificial intelligence.
6. Develop and communicate a practical AI recommendation addressing a real organizational problem or opportunity.

Course Organization: Six Modules

Module	Topic	Dates	Primary Reading
Module 1	Foundations of AI and Business Value	Aug. 20 - Sept. 11	OER Chapters 1-2
Module 2	AI for Customers, Decisions, and Operations	Sept. 14 - Oct. 2	OER Chapters 3-4
Module 3	Advanced AI and Intelligent Business Models	Oct. 5 - Oct. 30	OER Chapters 5-7
Module 4	AI Strategy and Organizational Adoption	Nov. 2 - Nov. 13	Instructor materials + course application
Module 5	Responsible AI: Sustainability, Ethics, and Bias	Nov. 16 - Nov. 24	OER Chapters 8-9
Module 6	AI Governance, Workforce, and the Future of Business	Nov. 30 - Dec. 4	OER Chapters 10-11

Fall 2026 calendar notes: Labor Day is September 7; Fall Break is October 8-9; Thanksgiving Break begins November 25. Course deadlines shown in D2L control if any schedule adjustment is necessary.

Learning Activities and Assessments

The course combines conceptual understanding with applied business analysis. Major learning activities include:

- Module discussions that connect AI concepts to current business situations.
- Module quizzes assessing understanding of assigned readings and course material.
- Three applied assignments focused on identifying AI opportunities, analyzing a real company, and developing an implementation proposal.
- A midterm examination covering Modules 1-3.
- A final AI Business Recommendation Project integrating strategy, implementation, ethics, governance, and measurable business value.

Assignments and Grading

Course Component	Weight
Module Discussions	15%
Module Quizzes	15%
Applied Assignments	15%
Midterm Exam	20%
Final AI Business Project	35%
TOTAL	100%

Grading Scale

A	B	C	D	F
90-100	80-89	70-79	60-69	59 and below

Major Assignment Overview

The course includes three major applied assignments. Each assignment builds skills that students will use in the culminating AI Business Recommendation Project.

AI Business Opportunity Identification: Identify a business process, problem, or opportunity that could potentially be improved through AI. This begins the semester-long project.

AI Company Case Analysis: Evaluate how a real company uses AI, including the business problem, data, AI application, value created, competitive implications, and risks.

AI Implementation Proposal: Develop a practical implementation plan addressing the proposed AI solution, data requirements, stakeholders, expected benefits, costs, barriers, and success measures.

Final AI Business Recommendation Project: Prepare a 6-8 page business recommendation and an approximately 8-10 slide executive presentation. The project must address business context, the problem/opportunity, proposed AI application, AI Factory analysis, business value, implementation requirements, risks, governance, measures of success, and a final recommendation. This culminating project represents 35% of the final course grade.

Artificial Intelligence Use Policy

Because this is an AI for Business course, appropriate use of generative AI tools is part of the learning experience. Students may use approved AI tools for designated course activities, including brainstorming, research support, idea development, outlining, analysis, editing, and selected assignment tasks when permitted by the instructor. Students remain responsible for the accuracy, quality, originality, and ethical use of everything they submit.

- AI use must follow the specific directions provided for each assignment or assessment.
- When AI is used for a graded assignment, students must disclose the tool used and briefly explain how it was used, unless the instructor states that disclosure is not required.
- AI-generated information must be verified. Fabricated facts, citations, sources, quotations, or data are the responsibility of the student.
- Students may not use AI to impersonate their own participation, complete prohibited exam or quiz work, or submit AI-generated work as if it were entirely their own when the assignment requires independent work.
- If an assignment specifically prohibits AI use, that instruction overrides the general course policy.
- The instructor may ask a student to explain, demonstrate, or discuss submitted work to confirm understanding.

Course Requirements and Expectations

- Students are expected to participate actively in the online course and complete assigned readings, discussions, quizzes, assignments, and assessments by the stated deadlines.
- Students must communicate respectfully with classmates and the instructor in all course interactions.
- Written work should be professional, clear, and proofread. APA formatting should be used when required by the assignment directions.
- Students are responsible for checking D2L announcements and their university email regularly for course updates.
- Due dates listed in D2L are the official course deadlines.

Late Work and Make-Up Work

Assignments and assessments are expected to be submitted by the stated deadline. Late work is not routinely accepted. Any exception or make-up work must receive prior instructor approval or be supported by an applicable university-approved accommodation or documented circumstance. Students should contact the instructor as soon as possible when a significant issue may affect their ability to meet a deadline.

Quizzes and Exams

Quizzes assess familiarity with assigned readings, course concepts, business applications, and instructional material. The midterm exam covers Modules 1-3 and may include objective questions and short business-application items. Students are expected to complete all assessments independently unless instructions explicitly permit collaboration or AI assistance.

Academic Integrity

Academic integrity is expected in all course work. Cheating, plagiarism, unauthorized collaboration, fabrication, and misuse of artificial intelligence or other technology are subject to East Texas A&M University policies and procedures. Students are responsible for understanding the academic integrity expectations that apply to each assignment and assessment.

Student Disability Services

East Texas A&M University provides reasonable accommodations to qualified students with disabilities. Students seeking accommodations should contact Student Disability Services and follow the university process for requesting accommodations. Student Disability Services may be reached at 903-886-5150 or StudentDisabilityServices@etamu.edu. Students are encouraged to begin the accommodation process as early as possible.

Title IX / Civil Rights

East Texas A&M University is committed to an educational environment free from discrimination, harassment, and sex-based misconduct. University policies and reporting resources related to Title IX and civil rights are available through East Texas A&M University. Students should use the university's current Civil Rights/Title IX resources for reporting, support, and policy information.

Technology and Communication Requirements

- Regular access to a computer and reliable internet connection.
- Ability to access and use D2L and other course-approved web-based tools.
- Access to a camera and microphone when required for recorded presentations, meetings, or course activities.
- Regular monitoring of East Texas A&M University email and D2L announcements.
- Ability to open common document and presentation formats such as Word, PDF, and PowerPoint.

Mode of Instruction and Course Changes

The course is delivered online through D2L. The instructor may adjust the sequence, pacing, activities, or due dates when needed to support learning or respond to university scheduling changes. Any substantive course changes will be communicated through D2L. University operational decisions may also affect course delivery.

Tentative Course Schedule

Dates	Module / Topic	Readings / Focus	Major Work
Aug. 20-21	Course Start / Orientation	Syllabus, D2L orientation, introduction to AI in business	Orientation activity
Aug. 24-Sept. 11	Module 1: Foundations of AI and Business Value	Ch. 1 EveryCure; Ch. 2 Netflix	Discussion 1; AI Business Opportunity Identification; Quiz 1

Sept. 14-Oct. 2	Module 2: Customers, Decisions, and Operations	Ch. 3 Spotify; Ch. 4 Uber	Discussion 2; AI Company Case Analysis; Quiz 2
Oct. 5-Oct. 30	Module 3: Advanced AI and Intelligent Business Models	Ch. 5 Waymo; Ch. 6 Airbnb; Ch. 7 Epic	Discussion 3; Quiz 3; Midterm Exam
Oct. 8-9	Fall Break	No classes	No new major work due during break
Nov. 2-13	Module 4: AI Strategy and Organizational Adoption	Instructor materials and applied strategy content	Discussion 4; AI Implementation Proposal; Quiz 4
Nov. 16-24	Module 5: Responsible AI	Ch. 8 Environmental Cost of AI; Ch. 9 Ethics, Bias & Fairness	Discussion 5; Quiz 5
Nov. 25-27	Thanksgiving Break	No classes	Project work as needed
Nov. 30-Dec. 4	Module 6: Governance, Workforce, and the Future	Ch. 10 AI Governance; Ch. 11 Future of Work	Discussion 6; Quiz 6; Final AI Business Project

This schedule is tentative. Specific assignment instructions and due dates will be posted in D2L. If the syllabus and D2L differ on an assignment deadline, follow the current D2L deadline or contact the instructor for clarification.

Final Project: AI Business Recommendation

The final project asks students to act as business consultants and recommend how an organization should use artificial intelligence to improve a business process, solve a problem, or create a new opportunity. The final recommendation should integrate the major themes of the course.

- Organization and business context
- Current business problem or opportunity
- Proposed AI application
- AI Factory analysis: Data -> Model -> Prediction/Output -> Decision -> Value -> Feedback
- Expected business value and measurable benefits
- Implementation requirements and organizational readiness
- Risks, ethics, privacy, security, bias, and workforce impact
- Governance and human oversight
- Measures of success / key performance indicators
- Final recommendation: Adopt, Pilot, Modify, or Reject