



EAST TEXAS A&M

BUSA 548 – Artificial Intelligence for Business

Fall 2026 | October 19 - December 11

Instructor	John Engel
Office	Online / by request
Office Hours	Anytime online; or by appointment
Email	John.Engel@etamu.edu

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	<i>AI in Business: Creating Value Responsibly</i> by Patrick J. Johanns, James W. Chaffee and Jackie Rees ISBN10: 1264859740 ISBN13: 9781264859740
Mode of Instruction	Online course delivered through D2L

Course Description

This course examines artificial intelligence from a business and managerial perspective. Students explore how AI technologies are transforming strategy, operations, decision-making, customer engagement, innovation, and competitive advantage. The course emphasizes practical business applications while also examining the organizational risks associated with AI, including ethics, privacy, cybersecurity, bias, governance, workforce disruption, and responsible implementation.

Students will evaluate AI opportunities within organizations, analyze real-world business cases, use AI-related frameworks and tools, and develop evidence-based recommendations for responsible AI adoption.

Course Learning Outcomes

Upon successful completion of BUSA 548, students will be able to:

1. Explain foundational artificial intelligence concepts and distinguish between major AI approaches and business applications.
2. Analyze how artificial intelligence can support business strategy, operations, decision-making, innovation, and customer engagement.
3. Evaluate organizational opportunities for AI adoption based on business value, feasibility, cost, scalability, and strategic alignment.
4. Assess the ethical, legal, operational, and organizational risks associated with implementing artificial intelligence in business.
5. Recommend appropriate AI applications while considering data requirements, workforce implications, governance, and responsible use.
6. Evaluate opportunities for implementing AI within an organization, including feasibility, benefits, costs, risks, and organizational impact.
7. Analyze ethical, legal, environmental, workforce, and governance issues associated with artificial intelligence.
8. Develop and communicate a practical AI recommendation addressing a real organizational problem or opportunity.

Course Organization: Six Modules

Dates Module Topic

Oct. 19–25 **Module 1** Introduction to AI for Business

Oct. 26–Nov. 1 **Module 2** AI Foundations, Value Creation & Business Strategy

Nov. 2–8 **Module 3** AI Tools, Data, Analytics & Managerial Decision-Making

Nov. 9–15 **Module 4** Responsible AI: Ethics, Governance, Privacy & Cybersecurity

Nov. 16–29 **Module 5** AI Adoption, Implementation & Workforce Impact

Nov. 30–Dec. 11 **Module 6** AI Integration, Emerging Trends & Final Assessment

Learning Activities and Assessments

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

Module	Learning Activities	Assessment
Module 1: Introduction to AI for Business	Intro discussion, AI terminology review, short industry AI examples, lecture/video	AI in My Industry Assignment
Module 2: AI Foundations, Value Creation & Strategy	Business use-case analysis, automation vs. augmentation exercise, strategic alignment discussion	AI Business Opportunity Identification
Module 3: AI, Data & Managerial Decision-Making	Decision scenarios, human-in-the-loop exercise, examples of hallucinations and automation bias	Quiz/Exam 1 covering Modules 1–3
Module 4: Responsible AI, Ethics & Governance	AI ethics case, bias/privacy analysis, governance discussion	Responsible AI Case Analysis

Module	Learning Activities	Assessment
Module 5: AI Adoption, Implementation & Workforce Impact	AI readiness assessment, build-vs.-buy exercise, adoption decision matrix	AI Adoption Recommendation
Module 6: Emerging AI & Future of Business	Emerging technology review, agentic AI examples, future-of-work discussion	Final AI Business Case Analysis + Quiz/Exam 2

Assignments and Grading

Course Component	Weight
Module Discussions	20%
Module Quizzes	15%
Applied Assignments	20%
Midterm Exam	15%
Final AI Business Project	30%
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.

The idea is that students do more than just **read about AI**. They repeatedly apply AI concepts to business decisions.

Assessments

1. Discussion Boards – 20%

Graduate-level discussions requiring students to apply AI concepts to business situations and respond meaningfully to classmates.

2. Applied Assignments – 20%

Examples include:

- AI in My Industry
- AI Business Opportunity Identification
- Responsible AI Case Analysis
- AI Adoption Recommendation

3. Exam 1 – 15%

Covers Modules 1–3 and includes both conceptual and applied questions.

4. Exam 2 – 15%

Covers Modules 4–6, emphasizing responsible AI, implementation, governance, and emerging trends.

5. Final AI Business Case Analysis – 30%

Students select a real organization and determine whether and how it should implement AI. They evaluate the

opportunity, business value, implementation requirements, risks, governance needs, and make a final **Adopt / Pilot / Delay / Do Not Adopt** recommendation.

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

Module	Learning Activities	Assessment
Module 1: Introduction to AI for Business	Intro discussion, AI terminology review, short industry AI examples, lecture/video	AI in My Industry Assignment
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