



COB 320- AI for BUSINESS COURSE SYLLABUS: FALL Semester 2026

Instructor: **Varshenne Reddi**

Office Location: **BA 226**

Office Hours: TH: 3:00-4:00pm (Face-to-Face); TH: 4:00-5:00pm (Virtual)

University Email Address: varshenne.reddi@etamu.edu

Department Phone: 903.468.8191

Preferred Form of Communication: Email

Communication Response Time: Within 48 hours

COURSE INFORMATION

I will mainly provide my **lecture slides** according to the topic we discuss and will release them every week.

You can consider that as your **main material of study**.

We will be looking at real companies facing real problems and we will use that story to analyze the AI concepts that made their solution possible.

No prior programming experience is required, and, in each class, we will use Claude to help you write and understand code step by step.

Course Description

We will be looking at responsible AI throughout - Every chapter examines who benefits, who is harmed, and whether humans retain meaningful control.

Every chapter follows the same structure [but can change as the semester progresses]

The Business Case

Read about a real company solving a real problem with AI. Learn the AI concepts as they come up in the story.

The Concepts

Key AI vocabulary is introduced inline right when you need it, not in a separate glossary.

The Lab

We will build a simplified version of the system in **Python using Claude and Google Colab** and then publish it on GitHub.

There is no need to install any external software as google colab is free to code and there might be a possibility to pay for the Claude subscription as we move forward in the classes, just a possibility not a sure thing.

Every chapter also asks: who does this system work for and who does it leave out? Three ideas run through every case study and every thematic chapter: responsible AI (is the system transparent, fair, and governed?), human-in-the-loop design (do people retain meaningful control over what the AI does?), and value beyond the company (does the value the organization captures match the value society experiences?). The companies in this textbook built powerful systems. Whether those systems serve people well is a separate question and it is the question we will be exploring.

Student Learning Outcomes

This course is for business students who want to understand how AI actually works in practice not just in theory. You do not need a coding background. Each chapter tells the story of a real company, teaches the AI concepts that made their strategy possible, and then walks you through building a version of it yourself.

Each chapter includes a business case, key AI concepts, and a hands-on lab.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Using the Learning Management System and Microsoft Office Excel.

Instructional Methods

This course is delivered in class where the students and the instructor will simultaneously work on how to use AI for business. All course materials including lecture slides and every other material will be uploaded on D2L learning management system.

The course is structured to allow students to progress independently while engaging deeply with the content. **Weekly lecture materials** and guidance will be provided to support learning objectives. Students are expected to review the posted materials, complete assignments/assessments by the stated deadlines, and reach out during designated office hours if clarification or support is needed.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

The criteria used to determine the grades will be posted separately on the D2L platform.

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I have planned and outlined but I may adjust based on what happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment/assessment or something of that nature). If I do so, I will inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements:

Google Colab – It is linked to your email so it's totally free

Claude – We will be using this platform as a base for our understanding of AI; you might have to pay for the subscription but its not a sure thing.

Python – we will be doing Python by using the above two tools Colab and Claude and

GitHub – we will publish them on GitHub.

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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@etamu.edu.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Email is the preferred form of communication. Please be sure to include the course (number and section) to ensure a timely response. Emails are generally answered within 48 hours with the exception of weekends. When you have application issues, please be sure to include screenshots as appropriate. Class slides, assignment descriptions, and the recording of grades are provided through MyLeo D2L. Class announcements (e.g. change in assignment dates) will be sent to the student's email on record when available. It is the students' responsibility to regularly check their University email.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

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:

<https://www.britannica.com/topic/netiquette>

Academic Integrity

Students at East Texas A&M University 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>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides reasonable accommodation of their disabilities. If you have a disability requiring accommodation, please contact:

Office of Student Disability Resources and Services

East Texas

A&M

University

Gee Library-

Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

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

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

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation based on race, color, religion, sex, national origin, disability, age, genetic information or veteran status.

Further, an environment free from discrimination based on 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 East Texas A&M University 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 East Texas A&M 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/34SafelyOfEmployeesAndStudents/34.06.02.R1.pdf>

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

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the instructor.