

ARIZONA WESTERN COLLEGE
SYLLABUS

BUA 240 AI FOR BUSINESS

Credit Hours: 3 Lec 3

PREREQUISITE: None

COURSE DESCRIPTION

This course provides students with a working understanding of Artificial Intelligence (AI) technology and its effective integration into business systems.

1. COURSE GOAL

This course is designed to provide students with a general understanding of AI technology and its applications across business systems, including a non-technical overview of machine learning. This course prepares learners with an exploration of AI applications in various industries such as marketing, customer service, retail, finance, healthcare, and entrepreneurial ventures, as well as the challenges of AI implementation.

2. OUTCOMES

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

- 2.1 gain an understanding of AI capabilities and applications, including its future potential.
- 2.2 gain a non-technical overview of machine learning and identify business opportunities and challenges in creating AI solutions.
- 2.3 learn to communicate effectively with business stakeholders, IT specialists, and data analysts on constructing relevant and effective AI solutions.
- 2.4 cultivate awareness of business challenges, ethical, and policy issues while developing AI solutions, ensuring that the student can approach AI implementation with a balanced and responsible perspective.

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Discussions
- 3.3 Case Studies
- 3.4 Practical Application Project

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Case Study Research and Analysis
- 4.3 Discussions

5. EVALUATION

- 5.1 Class participation
- 5.2 Case Studies
- 5.3 Discussions
- 5.4 Final Exam Practical Application Project

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. The instructor will not

- drop him or her from the course. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through the Office of Services for Students with Disabilities (SSD). SSD provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the Coordinator of SSD aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. Please contact the Coordinator of SSD at (928) 344-7629, (928) 317-6007 (TTY), in the Student Services Building, counseling area.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.
- For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course