**AMBERTON UNIVERSITY**
**e-COURSE SYLLABUS**

**MGT5765.E1 Artificial Intelligence Essentials**
**Summer 2025**

**PROFESSOR INFORMATION:**
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**COURSE INFORMATION:**
MGT5765.E1 Artificial Intelligence Essentials
Level: Graduate
Beginning Date of Session: Saturday, June 14, 2025
Ending Date of Session: Thursday, August 21, 2025
**Student access available to the Student Portal: Saturday, June 14, 2025.**

**Holiday Closings:**

**Juneteenth Observance- There will be no classes held and no assignments due on Thursday June 19, 2025.**

**4th of July Holiday: There will be no classes held and no assignments due on Friday, July 4, 2025.**

*Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.*

**COURSE PREREQUISITES:**
None

**TEXTBOOK(S) AND REQUIRED MATERIALS:**
Title: Prompt Engineering for Generative AI
Author: James Phoenix, Mike Taylor
Publisher: O'Reilly Media, Inc.
Year Published: 2024
Edition: 1st
ISBN: 13: 9781098153434
Price: Available at http://amberton.ecampus.com

**Additional Requirement:**
This course uses BoodleBox (https://box.boodle.ai/signup), approximately $20/month for a platform that functions like a digital textbook and AI simulation lab. It provides access to multiple GPTs and lets you engage in class using Artificial Intelligence. If you keep your subscription, you will build a portfolio of your AI work that can be used in future classes and your career."

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing

your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

**APA Requirement**
APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the *Publication Manual of the American Psychological Association*, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

**COURSE COMPETENCIES**
The following represents the course competencies for this class. Competencies are equivalent for all lecture and distance learning courses. Following each competency is the assignment used to gain mastery of this area of study.

This course offers an interdisciplinary exploration of Artificial Intelligence (AI) applications, equipping students with the AI literacy, analytical skills, and problem-solving capabilities essential for the modern workforce. Designed for learners from all backgrounds, this course focuses on applied AI experimentation rather than programming, making it accessible while maintaining rigor.

Students will analyze how AI transforms business, healthcare, education, marketing, operations, and human resources, with a special focus on Texas industries such as oil & gas, automotive, steel, farming, and data centers. The course blends theoretical discussions with hands-on learning in a proprietary AI laboratory and testing environment, where students will engage in interactive AI labs, real-world simulations, and industry case studies.

Through practical experimentation with AI-driven decision-making, automation, and data analytics, students will develop a strategic understanding of AI's capabilities, ethical considerations, and industry adoption challenges. The course culminates in an applied AI project, where students create and present an AI solution tailored to a real-world challenge.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

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| 1. Differentiating between AI, machine learning, and industry-specific AI applications. |
| 2. Evaluating AI's impact across disciplines such as business, healthcare, education, and operations. |
| 3. Identifying ethical considerations, economic factors, and strategic implications in AI adoption. |
| 4. Applying AI tools to analyze and interpret data-driven decision-making. |
| 5. Utilizing AI-powered automation to enhance business and organizational processes. |
| 6. Assessing case studies showcasing successful AI applications in different industries. |
| 7. Experimenting with AI-driven tools such as chatbots, recommendation systems, and predictive analytics. |
| 8. Developing a hands-on understanding of AI limitations and current technological constraints. |
| 9. Formulating strategic recommendations for integrating AI into professional settings. |
| 10. Creating AI-driven projects relevant to marketing, HR, supply chain, and Texas industries. |
| 11. Synthesizing interdisciplinary AI applications for broader innovation and efficiency. |
| 12. Conducting benchmarking analysis on AI adoption across industries. |
| 13. Designing AI-driven solutions tailored to specific business or research challenges. |
| 14. Evaluating the evolving role of AI governance, regulations, and ethical AI frameworks. |
| 15. Developing and presenting an AI strategy demonstrating advanced problem-solving and implementation skills. |

**COURSE POLICIES:**
Late Assignment Policy:

All assignments must be turned in by the due date by 11:59 CT. Any assignment submitted after the due date will automatically lose a letter grade unless arrangements are made with the instructor. All assignments submitted after the second week they are due will automatically receive a failing grade unless arrangements are made with the instructor. No assignments will be accepted after the last day of class unless an extension is granted by the instructor.

***Student's Responsibilities***
This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

***Attendance Policy:***
Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

**Plagiarism Policy**
Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

**Originality:** Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.
**Paraphrasing:** When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

**Acknowledgement:** When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. https://apastyle.apa.org/blog/how-to-cite-chatgpt

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

**COURSE OUTLINE AND CALENDAR:**
This advanced course examines Artificial Intelligence as a transformative tool across disciplines. Graduate students will develop expertise in generative AI applications, advanced prompt engineering techniques, and interdisciplinary AI implementation strategies. The curriculum explores AI's evolving role in research methodologies, decision-making processes, and innovation across fields including business, healthcare, education, and operations. Students will conduct in-depth analyses of AI's ethical implications and develop sophisticated approaches to AI governance. Through applied projects, students will demonstrate mastery of AI research skills and create comprehensive implementation plans for AI solutions in complex interdisciplinary contexts. The course culminates in a portfolio project showcasing advanced AI application design and evaluation.

| Week | Topic | Reading | Assignment | Competencies Covered | **Due Date** |
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| 1 | Introduction to AI Across Disciplines | Ch. 1: Foundations of Generative AI | Discussion 1, Quiz 1, Portfolio setup in BoodleBox | 1 | Sunday, June 22 |
| 2 | Fundamentals of Generative AI | Ch. 2-3: Generative Models & Applications | Discussion 2, Quiz 2, Generative AI model comparison for portfolio | 7 | Sunday, June 29 |
| 3 | Advanced Prompt Engineering | Ch. 4-5: Prompt Design & Optimization | Discussion 3, Homework 1, Prompt engineering framework in BoodleBox | 4, 12 | Sunday, July 6 |
| 4 | AI Applications in Various Fields | Ch. 6: Cross-Domain Applications | Discussion 4, Quiz 3, Cross-domain application analysis for portfolio | 2, 6 | Sunday, July 13 |
| 5 | Ethical Considerations in AI | Ch. 7: Ethics in Generative AI | Discussion 5, Quiz 4, Ethics case study in BoodleBox | 3, 14 | Sunday, July 20 |

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| 6 | AI Research Methodologies | Ch. 8: Research Approaches & Methods | Discussion 6, Homework 2, Research methodology development in BoodleBox | 8, 13 | Sunday, July 27 |
| 7 | Interdisciplinary AI Implementation | Ch. 9: Implementation Strategies | Discussion 7, Quiz 5, Implementation strategy for portfolio | 5, 15 | Sunday, August 3 |
| 8 | AI Project Development | Ch. 10: Project Planning & Execution | Discussion 8, Quiz 6, Project plan development in BoodleBox | 9, 13 | Sunday, August 10 |
| 9 | AI Evaluation and Testing | Ch. 11: Evaluation Frameworks | Discussion 9, Quiz 7, Evaluation framework for portfolio | 10, 12 | Sunday, August 17 |
| 10 | Future Trends in AI | Ch. 12: Emerging Trends & Future Directions | Discussion 10, Quiz 8, Final portfolio submission in BoodleBox | 11, 15 | Wednesday, August 20 |

**GRADING CRITERIA:**

**Discussions (weekly – qty 10) – 25% of course grade**

- Discussions are weekly and cover main topics from the week. Discussions create classmate collaboration and an opportunity to explore prompts together.
- Full points will be awarded for a substantive initial post of at least 300 words plus citations/references by Thursday 11:59 PM CT, and a reply to at least two classmates of at least 150 words each with commentary to drive the conversation forward by Sunday 11:59 PM CT.

**Quizzes (weekly except weeks 3 and 6 – qty 8) – 25% of course grade**

- Quizzes cover main concepts at a high level. Quizzes ensure students are staying caught up with material and provide a quick vector check for who may be struggling.
- Additionally, they will be able to read prompts and see which is the most appropriate for a given AI task.

**Homework (qty 2 – weeks 3, 6) – 25% of course grade**

- Homework will focus on advanced critical thinking and analysis about the practical uses of AI across various disciplines.
- Students will analyze complex interdisciplinary AI applications and develop solutions to real-world challenges.

**Final Project (qty 1 – due at end of term) – 25% of course grade**

- The final project will require students to develop a comprehensive AI implementation plan for a specific industry or interdisciplinary field.
- Students will create a portfolio demonstrating their understanding of AI applications, ethical considerations, and implementation strategies using BoodleBox.

**AI Addendum**: Since this is a course on AI, you are encouraged to conduct independent research for any resources that you cite so you can gain a better understanding of its functionalities. If you choose to reference AI, paraphrase, and cite it as described above, for this course, you are also required to include at least one reference found from our library that validates the content generated from AI, along with screenshots walking through the process of using the library and finding the reference. In addition, you are also required to discuss why it relates in at least 300 words to show that you checked its validity. You are also required to include screen shots of your prompts and output from AI that you paraphrased. All of this will need to be submitted as an APA 7 formatted appendix to your assignment or discussion.

The reason for this is simple. AI can generate false information, so if you choose to use it, then you will have to validate it. I think you will find that the writing process will be more fulfilling and take less time by avoiding the use of AI. Remember, I am here to help, and if you have questions or concerns, feel free to reach out!

Graduate

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| 92 – 100 | A |
| 82 – 91 | B |
| 72 – 81 | C |
| 62 – 71 | D |
| Below 62 | F |

**GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:**
A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

***Incomplete Grades***
An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

***How To Withdraw From a Course***
To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

**COURSE DELIVERY METHODOLOGY:**
This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
   Internet browser settings and configuration
   e-mail and file attachments
   Uploading and downloading files
   Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

**HOW TO ACCESS YOUR COURSE:**

***Through the Amberton University Student Portal***

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (http://www.Amberton.edu) or at http://apps.Amberton.edu. After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

**Username** = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789
Username: JJonesJr789

**Password** = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi and Research Tutorials.

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send an email to your professor.

***Through the Amberton University Moodle Website***

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: http://moodle.Amberton.edu

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (http://moodle.Amberton.edu). Otherwise use the same username and password as previous session.

**Moodle Tutorial:**

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

**COURSE COMMUNICATIONS:**

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.
Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be Username@my.Amberton.edu

Example: LJones-Smith789@my.Amberton.edu

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith SSN: 123-45-6789
Email Address = LJones-Smith789@my.Amberton.edu

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: LJones-Smith789) and your Amberton ID# (including the dashes) as the password.

If you already have a Google Gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal Gmail account.

If you need assistance with your email account, please visit https://support.google.com/mail

**Students are responsible for reviewing the "Communication Guidelines" provided on the individual E-Course for specific instructor requirements.**

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

**FORMAT AND SUBMISSION OF ASSIGNMENTS:**
Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

**INSTRUCTOR/COURSE EVALUATION:**
Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

**RESEARCH RESOURCES:**
The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

**RESEARCH ACCESS:**
Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the

University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

***Library Live Chat Feature***
Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to library@amberton.edu or visit the library in person on the Garland campus for assistance.

***Microsoft Office 365 Education:***
Amberton University students have access to a license for Office 365 Education, a comprehensive suite of productivity tools. This package includes:
• Microsoft Word for document creation
• Excel for spreadsheets and data analysis
• PowerPoint for presentations
• OneNote for digital note-taking
• Microsoft Teams for collaboration
• Additional classroom tools to enhance your learning experience
To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf

***Google Workspace for Education:***
All students are assigned a Gmail account in Google Workspace for Education.

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf

Once logged into your student account, you'll have access to a suite of tools designed to enhance your learning experience:

- Google Docs: Create and edit essays, reports, and other written assignments
- Google Slides: Develop engaging presentations for projects and class discussions
- Google Sheets: Perform data analysis, create charts, and manage calculations
- Google Drive: Store, organize, and easily access all your files in the cloud
- Google Calendar: Schedule study sessions, track assignment deadlines, and manage your academic timetable
- Google Keep: Take and organize quick notes during lectures or study sessions
- Google Meet: Attend virtual classes, participate in group study sessions, or meet with teachers
- Google Classroom: Access course materials, submit assignments, and receive feedback from instructors
- Google Forms: Create surveys for research projects or participate in class quizzes
- Google Sites: Build websites or digital portfolios to showcase your work