INSY 4391: Generative AI for Business

Instructor

Name: Kambiz Saffari (he/him)
Office: College of Business, Room 530
Office Hours: Monday and Wednesday, 4:00 to 5:00 PM or by appointment
Email: kambiz.saffari@uta.edu
TAs Gajanan Ganji (gajanan.ganji@uta.edu)
Abhishek Basnet (axb7302@mavs.uta.edu)

Course

Class Hours: Section 001: Monday and Wednesday, 5:30 PM – 6:50 PM
Location: Social Work & Smart Hospital 104 (SWSH 104)

Course Description

This course introduces students to generative artificial intelligence (gen AI), such as ChatGPT, with a focus on its applications in business. Students will learn the fundamentals of generative AI and gain hands-on experience with prompt engineering, without needing programming skills. Through real-world cases, expert articles, and interactive projects, students will explore how generative AI can help improve different areas of business, including marketing, accounting, customer service, and information systems. They will also learn about the ethical challenges that come with using AI in these areas.

Upon successful completion of the course, students will:

1. Understand how generative AI works at a conceptual level.
2. Master the use of generative AI tools for productivity and creativity.
3. Be able to apply generative AI tools to various business functions.
4. Be able to stay up to date with advancements in generative AI tools.

Course Mechanics

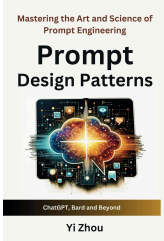
In general, class meetings consist of three distinct yet interconnected parts:

- Lecture: Introducing and discussing theoretical knowledge on the subject.
- Hands-On: Developing and practicing hands-on skills.
- Case Study: Exploring the business implications of the technology.

Course Materials

Textbook

No physical textbook is required for this class. A **required case study pack** is prepared for you. You can purchase the pack from the link below. All other required readings, including those from free online sources, will be available on Canvas.

Harvard Business Publishing Education	Generative Artificial Intelligence Case Study Pack **[required]** https://hbsp.harvard.edu/import/1252526 **Price:** $17.80
	Prompt Design Patterns: Mastering the Art and Science of Prompt Engineering **[Optional but Recommended]** **ISBN-13:** 979-8989357703 **Price** (eTextbook): $45.99

Software and Technology

Please note that it is your responsibility as a student to **bring your laptop** to class. Your computer should be capable of running **Google Chrome** or another comparable web browser. You will be required to sign up for the free versions of several online applications. **If any application offers a free trial that transitions to a paid service, it is the student's responsibility to cancel the subscription in time to avoid incurring any costs.**

	ChatGPT: https://chatgpt.com **GPTs**: https://chatgpt.com/gpts
	Claude: https://claude.ai
	Gemini 2.0: https://gemini.google.com **Google AI Studio**: https://aistudio.google.com **NotebookLM**: https://notebooklm.google.com
Canva	Due to the rapidly evolving nature of the field and changes in the pricing policies of available programs, additional tools will be introduced in their respective sessions.

Student Evaluation

1. Participation (In-Clasee & Forum)		10 pts
2. Quiz (6 quizzes, 5 pts each)		30 pts
3. Assignment (4 assignments, 2.5 pts each)		10 pts
4. In-Class Exercise (4 in-class exercises, 2.5 pts each)		10 pts
5. Group Case Study		20 pts
Discussion (4 case studies, 2.5 pts each)	10 pts	
Reports (4 case studies, 2.5 pts each)	10 pts	
6. Group Project		20 pts
Presentation I (Idea Pitch)	5 pts	
Presentation II (Final)	5 pts	
Report (Write Up & Solution)	10 pts	
7. Prompt Engineering Certificates (approval before enrollment & in-person interview after completion are required)		5 pts
Total		*100+5 pts*

Gradable items are explained below.

1. Participation (In-Clasee & Forum)

Class attendance is required and directly affects your maximum possible participation score. You can maintain a maximum score of 10 out of 10 with **up to 3 absences**. Starting with the 4th absence, your maximum possible score will be reduced by one point per additional absence. **After eight absences, you will receive a zero for participation and may be assigned an "F"** for the course.

For example:

- A student with 4 absences cannot earn more than 9 out of 10 participation points.
- A student with 8 absences cannot earn more than 5 out of 10 participation points.

Please note that **attendance sets the upper limit of your participation score, but it does not automatically result in participation points. The only way to earn participation points is through active engagement in offline and online class activities and discussions.** When evaluating your participation, I consider the **quantity, quality, and timeliness** of your contributions. The following factors contribute to your participation score:

- Contributing to class discussions
- Asking or answering questions on the discussion forum

- Attentively working on in-class exercises
- Demonstrating a respectful and positive attitude towards yourself, your classmates, and the instructor

Excused Absences:

There are times when students must miss class due to exigent circumstances. The following are considered excused absences and will not be counted against your attendance:

- Jury duty or short-term military call-up (with appropriate documentation)
- Religious observances (you must submit the Religious Accommodation Request Form to the instructor; see here)
- Participation in athletics or other required university-sanctioned events (with appropriate documentation)
- Absences resulting from legally mandated accommodation requirements (e.g., Title IX, ADA, etc.) (appropriate documentation may be required)

2. Quiz

Quizzes are an essential component of the course and are designed to assess your understanding of the material covered in class and case studies. Quizzes will be administered **at the beginning of the designated classes,** as outlined in the course schedule or discussed during the semester. Please plan accordingly to ensure timely attendance. It is important to note the following policies:

- **No Make-Up Quizzes:** If you miss a class with a scheduled quiz, you will receive a zero for that quiz.
- **Late Arrival:** If you arrive late to class, you will only have the remaining time to complete the quiz. If you arrive after the quiz has ended, you will receive a zero.

3. Assignment

Individual assignments are designed to help students apply concepts in practice, develop problem-solving skills, and enhance their understanding of the course material. **Assignments and their due dates will be posted on Canvas.** Assignments may involve:

- Watching video lectures and engaging in discussions about the content.
- Using generative AI tools to solve problems and demonstrate their applications.
- Writing reports and creating documentation.

Collaboration on assignments is permitted; however, all submissions must reflect individual effort and originality. Submissions that show no attempt at differentiation—such as large portions of content being copy-pasted—will result in the following consequences:

- On the first offense, you will receive a zero for the assignment.

- On the second offense, an Academic Integrity Referral Form will be submitted, and the incident will be reported to the university (see university policies for more details).

Please ensure your work adheres to academic integrity standards and reflects your individual understanding of the material.

4. In-Class Exercise

There will be four **official in-class exercises** throughout the semester. These exercises focus on solving problems in specific business functions, such as marketing, accounting and finance, customer experience, and information systems. Students will **complete the exercises during class** and must submit their work at the end of the session. It is important to note the following policies:

- **Attendance Requirement:** Students **must** be present in class to participate in and submit their work for these exercises.
- **No Remote Submissions:** If you miss a class with an in-class exercise, you will not be allowed to submit your work remotely.
- **No Make-Up Exercises:** Missing a class with an in-class exercise will result in a zero for that exercise.

5. Group Case Study

The course includes four case study sessions where students will **work in groups** to analyze and discuss real-world business scenarios. Each session **requires students to read the assigned case beforehand and come prepared** for in-class discussions. During the session, groups will collaboratively analyze the case, share findings with the class, and submit a group report after the session. Specific instructions for each session will be provided at the start of the session.

Attendance during these sessions is critical. **Students who miss a session will receive a zero for the class discussion component**, regardless of their group's performance. However, they may still earn a score for the group report if they contribute meaningfully and **notify the instructor of their contributions via email before the report submission deadline.**

Grades for case studies are based on two components: class discussions and the group report. Active participation in discussions and meaningful contributions to the report are essential for a strong performance.

6. Group Project

The group project will require students to synthesize the concepts taught throughout the semester into a deliverable project. The group project will take place largely after the midpoint of the semester. Additional information on the project will be released as the semester progresses.

Team members will receive the same project grade unless there is evidence that a member did not adequately contribute to the project effort. To ensure that individual team members' project grades reflect fairly the contributions they made to the group projects, there will be a peer evaluation at the end of the semester. **The group project's final grades for each individual in the group may differ as a result of peer evaluation at the end of the course.**

7. Prompt Engineering Certificates

Students have the opportunity to earn bonus points by completing approved online courses and obtaining an official certificate of completion. To qualify for bonus points, the following conditions **must** be met:

1. The chosen online certificate program must be **approved** by the instructor in advance.
2. The certificate (including **all components**, quizzes, assignments, projects, etc.) must be completed and earned after the course start date and **before the final week of the semester**.
3. Students must email the instructor with the certificate to schedule a **meeting**.

During the meeting, students will:

- Present their work.
- Discuss key takeaways from the online course.
- Solve problems related to the course content.

Late Work

For assignments and project documents, a penalty of 20% will be applied for each day late, up to a maximum of two days (48 hours). Submissions more than 48 hours past the deadline will not be accepted, and a score of zero (0) will be assigned. To avoid late penalties, please ensure your internet connection and other resources are reliable well in advance of the deadline. Note that this policy **does not** apply to activities or tasks that must be completed during class time.

Requests for alternative deadlines will only be considered for legitimate reasons, such as those listed under **Excused Absences** or documented medical needs (e.g., scheduled surgeries or childbirth). Please be aware that personal travel plans, including booked flights, do not qualify as legitimate reasons for extensions in this course.

If you feel that your performance in the class is being affected by circumstances outside of class, please don't hesitate to talk with me. I want to be a resource for you.

Course Expectations

In addition to the time required to attend the class, students enrolled in this course should expect to spend at least 9 additional hours per week on course-related activities. These

activities include reviewing required materials, completing assignments, participating in forums, and preparing for exams.

Grade Ranges

Grades will be based on the university grading system.

Percentage Range	Letter Grade
90-100	A
80-89.99	B
70-79.99	C
60-69.99	D
0-59.99	F

Institutional Information

You are encouraged to review the below institutional policies and informational sections and reach out to the specific office with any questions. To view this institutional information, please visit the Institutional Information page which includes the following policies among others:

- Drop Policy
- Disability Accommodations
- Title IX Policy
- Academic Integrity
- Student Feedback Survey
- Final Exam Schedule

Additional Information

Face Covering Policy

Face coverings are not mandatory; all students and instructional staff are welcome to wear face coverings while they are on campus or in the classroom.

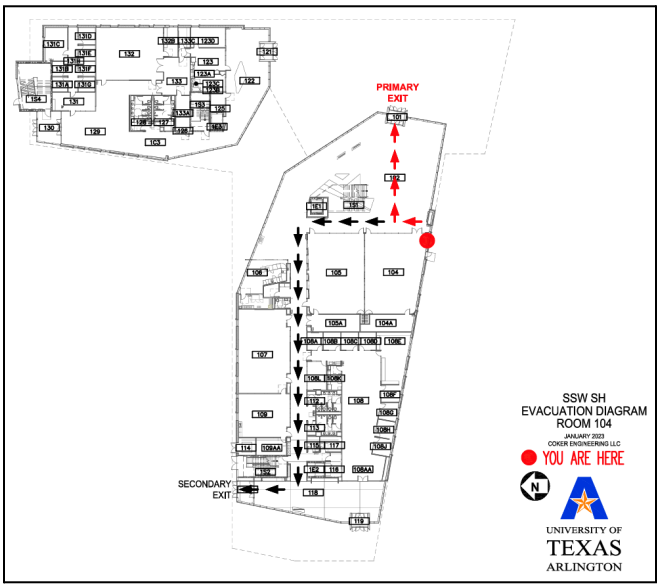
Attendance

This section provides additional information beyond the attendance policy outlined under the Participation section of this document. The U.S. Department of Education requires that UT Arlington have a mechanism in place to verify Federal Student Aid recipients' attendance in courses. UT Arlington instructors are expected to report the last date of attendance when submitting students' final course grades; specifically, when a student earns a course grade of F, instructors must report the last date a student attended their class. For on-campus classes, last date of attendance can be based on attendance rosters or on academic engagements—a test, participation in a class project or presentation, or Canvas-based activity. Online or distance education courses require regular and substantive online interaction and participation. Students must participate in online course activities in Canvas to demonstrate attendance; logging into an

online class is not sufficient by itself to demonstrate attendance. The last date of attendance is reported to the U.S. Department of Education for federal financial aid recipients.

Emergency Exit Procedures

Should we experience an emergency event that requires evacuation of the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, do not take an elevator but use the stairwells instead. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities. Evacuation plans may be found at Evacuation Route Maps (Buildings).
You are encouraged to subscribe to the MavAlert system which will send information in case of an emergency to your cell phone or email account. Anyone can subscribe to the Emergency Communication System.



Academic Success Center

The Academic Success Center (ASC) includes a variety of resources and services to help you maximize your learning and succeed as a student at the University of Texas at Arlington. ASC services include supplemental instruction, peer-led team learning, tutoring, mentoring and TRIO SSS. Academic Success Center services are provided at no additional cost to UTA students. For additional information visit: Academic Success Center. To request disability accommodations for tutoring, please complete this tutoring request form.

The IDEAS Center (2nd Floor of Central Library) offers FREE tutoring and mentoring to all students with a focus on transfer students, sophomores, veterans, and others undergoing a transition to UT Arlington. Students can drop in or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

Emergency Phone Numbers

In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381.

Course Outline

The course outline below provides a general plan for the class. However, **the plan is subject to change to accommodate students' learning progress and unexpected events.** All changes to the outline will be updated and posted on Canvas.

Session Date	Description	Notes
Jan 13	• Course Introduction	
Jan 15	• Introduction to Gen AI	✓ **Sign Up for ChatGPT, Claude, and Gemini**
Jan 20	• Martin Luther King Jr. Holiday	
Jan 22	• Fundamentals of Gen AI	**Assignment 1**
Jan 27	• Core Prompt Engineering (I)	
Jan 29	• Core Prompt Engineering (II)	**Assignment 2**
Feb 3	• Advanced Prompt Engineering (I)	
Feb 5	• Advanced Prompt Engineering (II)	**Assignment 3**
Feb 10	• Gen AI in Information Systems Case Study	★ **Quiz 1** **Case Report 1**
Feb 12	• Gen AI in Information Systems Exercise	**In-Class Exercise 1** ➢ **Group Formation Deadline**
Feb 17	• Gen AI in Accounting and Finance Case Study	★ **Quiz 2** **Case Report 2**
Feb 19	• Gen AI in Accounting and Finance Exercise	**In-Class Exercise 2**
Feb 24	• Gen AI for Creativity and Design (I)	
Feb 26	• Gen AI for Creativity and Design (II)	**Assignment 4**
Mar 3	• Gen AI for Creativity and Design (III)	
Mar 5	• Gen AI for Creativity and Design (IV)	
Mar 10	• Spring Vacation	
Mar 12	• Spring Vacation	
Mar 17	• Problem Formulation & Creating Value with Gen AI	
Mar 19	• Project Presentation I (Idea Pitch)	
Mar 24	• Gen AI in Marketing Case Study	★ **Quiz 3** **Case Report 3**
Mar 26	• Gen AI in Marketing Exercise	**In-Class Exercise 3**
Mar 31	• Gen AI in Customer Experience Case Study	★ **Quiz 4** **Case Report 4**
Apr 2	• Gen AI in Customer Experience Exercise	**In-Class Exercise 4**
Apr 7	• Ethical Considerations in Gen AI (I)	
Apr 9	• Ethical Considerations in Gen AI (II)	
Apr 14	• Ethical Considerations in Gen AI (III)	★ **Quiz 5**
Apr 16	• Ethical Considerations in Gen AI (IV)	
Apr 21	• Preparing for the Future	★ **Quiz 6**
Apr 23	• Staying Updated in Gen AI	➢ **Last Day of Participation**
Apr 28	• Project Presentation II (Final)	**Group Project Report**
	• No Final Exam	