ADTA 4230.400, Data Analytics II, Spring 2025

Teaching Team

Instructor: Dr. Jamie Keith Humphries
Office: GAB 114
Email: Jamie.humphries@unt.edu
Lecture Hours: Tuesdays 11:00am – 12:50 pm, CURY 103
Office Hours: Monday 9:00-11:00 AM and Tuesday, 9:00 – 11:00 AM or by appointment

About the Professor: Dr. Humphries holds undergraduate degrees in Chemistry, Microbiology, and IT from Stephen F Austin State University and the University of Phoenix. Holds Master of Science degrees in Engineering Management for Texas A&M-Commerce and Analytics from Texas A&M University and a specialized MBA in Technology Commercialization from the University of Texas at Austin. His Doctorate of Business Administration in Executive Management is from Georgia State University. He has had corporate roles ranging from pharmaceutical research at Pfizer to business development director at ThermoFisher Scientific over the last 30 years. He is an advisor to the World Anti-doping Agency and the International Olympic Committee in the testing of athletes for performance-enhancing drugs at all the Olympic Games since 2010.

Communication

The preferred way to contact me is via email (**not the Canvas email tool**, emails directed to jamie.humphries@unt.edu). Emails will be answered as quickly as possible, usually in one business day or less, including weekends. When sending an email, **you have to include the course and section you are in as well as the main point of your email in the subject line** so that I can prioritize your message. If I do not respond within one business day, please send me a reminder asking for confirmation that I received your message since student emails are occasionally routed to the junk folder.

I expect emails to follow **professional etiquette standards** as these are formal communications between the instructor and student. If your email is related to a course activity/assignment, attach appropriate files and/or screenshots.

Course Description (from UNT catalog)

This course extends the concepts developed in Data Analytics I to multivariate and unstructured data analysis. Modern multivariate analysis techniques, including association rules, classification methods, time series, text analysis, and machine learning methods, are explored and implemented with real-world business and industry data. The course will provide a hands-on introduction to state-of-practice technology and tools. The course focuses on the application and interpretation of the methods discussed.

Course objectives

By the end of the course, students should be able to:

- Understand and apply a variety of multivariate data analysis techniques.
- Use Python for various purposes
- Apply advanced data visualization and dimension reduction techniques.
- Understand and apply techniques for performance evaluation.
- Apply advanced regression tools for multiple purposes.
- Apply k-Nearest Neighbors (k-NN).
- Use classification and decision trees.
- Facilitate neural nets and cluster analysis.
- Apply concepts learned in course to real world case studies.

Course Topics

- Python and Jupyter Notebook

- Data visualization
- Dimension reduction
- Performance evaluation
- Multiple and Logistic Regression
- k-Nearest Neighbors (k-NN)
- Decision trees
- Neural Nets
- Cluster analysis
- Team projects and presentations

Course Structure

The course, split into 9 modules, is an in-person 16-week format. We will meet in person on Denton Campus every Tuesday from 11:00 a.m. to 12:50 p.m. In addition to attending classes, students are expected to participate in extra activities such as reading textbooks and articles, submitting quizzes/assignments, and participating in asynchronous discussions.

Prerequisites

This course requires that the student has successfully completed ADTA 5130 Data Analytics I, DSCI 5180 Introduction to Business Decision Process, or equivalent college graduate-level statistics course prior to enrollment.

Required Materials
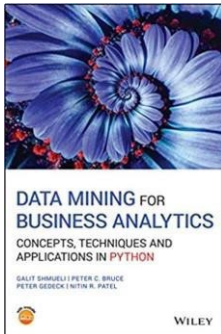
Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python by Shmueli, G., Bruce, P. C., Gedek, P., and Patel, N.R. (2020).

Print ISBN: 9781119549840, 1119549841

eText ISBN: 9781119549864, 1119549868

Online Access to Course Materials

- This course is developed and will be facilitated utilizing the CANVAS Learning Management System.
- To get started with the course, please visit https://unt.instructure.com/login/ldap. You can access student guides on Canvas

at this site. You will need your EUID and password to log in to the course. If you do not know your EUID or have forgotten your password, please go to: https://ams.unt.edu/

- The Canvas Student app has a mobile version of Canvas that helps students stay current with their courses anywhere.

- For iOS devices, see: How do I download the Canvas Student app on my iOS device? https://community.canvaslms.com/docs/DOC-983118561185379 . ○ For Android devices, see: How do I download the Canvas Student app on my Android device? https://community.canvaslms.com/docs/DOC-975818555199445

I will use the CANVAS learning management system to post important announcements, supplementary materials, and grades. You must check CANVAS regularly. You are responsible for being aware of information and content posted to the course website in CANVAS. You are expected to check your UNT email every day, as I will occasionally send emails for important announcements or potential changes in the schedule. Missing an important email announcement because you do not check your email regularly is not a valid excuse.

Technology Requirements

This course has digital components. To fully participate in this class, students will need a laptop/computer with a webcam and mic and reliable internet access to reference content on the Canvas Learning Management System as well as Python/Jupyter Notebook (both can be easily installed with Anaconda) installed on their device. While students can complete some work on their smartphones, this will not be sufficient in all instances, given the limitations of mobile devices. Hence, access to a computer is essential.

Information on how to be successful in a digital learning environment can be found at Learn Anywhere (https://online.unt.edu/learn).

Minimum Technology Requirements
To meet the minimum requirements of this course, you will need the following:
- Computer
- Reliable internet access
- Speakers/microphone/camera
- Office 365 for access to UNT email and to Microsoft applications that we will use regularly (Outlook, Teams, Word, Excel, PowerPoint, etc.) and Zoom via Canvas
- Python/Jupyter Notebook tools

  **** (CREATE A FREE GOOGLE COLAB ACCOUNT) https://colab.google/****

- Canvas Technical Requirements
  (https://clear.unt.edu/supportedtechnologies/canvas/requirements)

Computer Skills & Digital Literacy

This course utilizes Python to perform analytics techniques with curriculum delivered on our Canvas platform. You should be able to successfully:

• Use Canvas for uploading and downloading files and posting to discussion boards

• Send email with attachments

• Download and install software

• Use spreadsheet programs

• Use presentation and graphics programs

Student Effort

You are expected to devote considerable weekly time to complete the course requirements. That includes all class activities, including reading the textbook and supplementary resources, submitting the online quiz, assignments, and group projects. Use your time carefully. Check the deadlines of activities regularly and plan to complete/submit before the deadline. Be prepared to face last-minute glitches. Don't hesitate to ask for help, and always communicate. Be punctual, save all your assignments/activities (and back them up!)

Assessing Your Work

The course grade will be determined based on the following:

Grade Item	Submission Platform	Weight
Discussion Post	Canvas	10%
Assessment Assignment	Canvas	30%
Syllabus Quiz	Canvas	0%
Final Project	Canvas	30%
Final Exam	Canvas	20%
DataCamp	Canvas	10%

Your letter grade will be determined by the following overall grading scheme

Course Score (%)	Letter Grade
90-100	A

80-89.99	B
70-79.99	C
60-69.99	D
0-59.99	F

Discussion Posts (10% of overall grade)

There will be four discussion posts of equal weight. They are designed for you to share your thoughts and experiences related to the discussion topic. To earn full points on discussion boards, students must be actively engaged and provide input to each question. Your responses are expected to be thoughtful, respectful, and grammatically correct, revealing your understanding of the discussed topic. The use of generative AI tools is strictly forbidden.

Assessment Assignments (30% of overall grade)

There will be eight assessment assignments throughout the semester that are related to the materials covered in the modules. You will gain hands-on experience in conducting statistical analyses, usually using the software. Assignments may include questions to be answered about a specific concept, analysis using provided data sets, use of Python coding for analysis, interpretation of the results, questions directly/indirectly related to the course material, or else. Written responses are expected to be free of spelling/grammatical/typo errors. Use of generative AI tools is strictly forbidden.

Final Project (30% of overall grade)

The final project will give you independent applied research experience by using real data and statistical methods. You will complete the semester-long project in a team of up to four students. You will be asked to acquire a data set of sufficient size to complete your analysis. Your project will have a purpose and a story behind that purpose. It will have solid implications underlined in your final report. You will make use of data analytics to come up with a proper solution to a problem or an answer to a question with appropriate tools. The use of generative AI tools is strictly forbidden.

Project Group Members Selection (1% of overall grade): You will select group members to work with. The maximum group size is three.

Project Proposal and Data Set (3% of overall grade): You will propose a project and submit your data set. Your project will have a purpose. It may be after finding an answer to a major question or solving a business problem, but it should not be purposeless (just

applying things you learn in the course). You can submit the link to the data set, but you must be specific in the variables you use, especially the target variable.

Python Codes and Outputs (5% of overall grade): You will submit the Python codes you use to get your analytic results with their outputs. Codes should be ready to run again in a Jupyter Notebook, and the final version of the data sets used. Comments to highlight your Python commands should be included in code blocks.

PowerPoint Slides and Recorded Presentation (7% of overall grade): Prepare 10-15 slides introducing your project, explaining your methodology, key findings of your statistical analysis, and recommendation(s) about what action should be taken based on your findings. You will then record your presentation, which will last about 10 minutes. All members of the group are expected to participate in the recorded presentation. The presentation will be intended for the audience who are not interested in the technical aspect of the analysis but the main advantages of it.

Project Report (9% of overall grade): Write about a 5000-word project report outlining the methodology and key findings of your statistical analysis as well as suggestions for how your intended audience should make use of your findings. Your project report should include the title, abstract, and names of all group members on the front page, as well as the table of contents and bibliography. Your project report should include 4-6 charts.

Feedback on your team member (optional; submit if you think it is necessary): You will submit if you think a group member did not contribute sufficiently. If the majority of the group members indicate that a specific group member did not contribute sufficiently, I will grade that group member's final project accordingly.

Final Exam (20% of overall grade)

The final exam will be open notes and comprehensive.

Weekly Schedule*

Week/Date	Modules and Topics	Activities
Week 1 (Jan 13 – Jan 19)	**Module 1** *Course overview and syllabus review* *Python primer* *Chapter 1: Introduction*	- Review the syllabus - Discussion Post 1 (Jan 19) - Syllabus quiz (Jan 19) - Assessment Assignment 1 (Jan 19) - DataCamp1 (Jan 19) - Read Chapter 1
Week 2 (Jan 19 – Jan 26)	**Module 2** *Chapter 2: Overview of the Data Mining Process and EDA* *Chapter 3: Data Visualization*	- Read Chapters 2 and 3 - Review Chapter 2&3 slides - Discussion Post 2 (Jan 26) - Select project group members (Jan 26) - Assessment Assignment 2 (Jan 26) - DataCamp2 (Jan 26)
Week 3 (Jan 26 – Feb 2)	**Module 3** *Chapter 4: Dimension Reduction* *Chapter 5: Evaluating Predictive Performance* *Chapter 6: Multiple Linear Regression*	- Read Chapters 4,5, and 6 - Review Chapter 2,5,6 slides - Discussion Post 3 (Feb 2) - Assessment Assignment 3 (Feb 2) - DataCamp3 (Feb 2)
Week 4 (Feb 2 – Feb 9)	**Module 4** *Chapter 10: Logistic Regression* *Chapter 9: Classification and Regression Trees*	- Read Chapters 10 and 9 - Review Chapter 10/9 slides - Discussion Post 4 (Feb 9) - Assessment Assignment 4 (Feb 9) - DataCamp4 (Feb 9)
Week 5 (Feb 9 – Feb 16)	**Module 5** *Chapter 9: Random Forest* *Chapter 11: Neural Networks*	- Read Chapters 9 and 11 - Review Chapters 9/11 slides - Assessment Assignment 7 (Feb16) - Discussion Post 5 (Feb 16) - -DataCamp5 -
Week 6 (Feb 16 – Feb 23)	**Module 6** *Chapter 15: Clustering*	- Read Chapters 15 - Review Chapter 15 slides - Assessment Assignment 6 (Feb 23)
Week 7 (Feb 23 – Mar 2)	**Module 7**	- Work on Paper and Presentations
Week 8 (Mar 2 – Mar 7)	**Module 8: Final Project** *Project reports, presentations, Python codes and outputs, feedback on teammates*	- Project presentation (Mar 5) - Python codes and outputs (Mar 5) - Project report (Mar 5) Project feedback on team members (Mar 5) FINAL TEST MARCH 7

* There may be changes due to unforeseen circumstances

Technical Assistance

The technical assistance part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technical issues.

UIT Help Desk:
UIT Student Help Desk site (http://www.unt.edu/helpdesk/index.htm)
Email: helpdesk@unt.edu
Phone: 940-565-2324
In Person: Sage Hall, Room 130   *Walk-In*
Availability: 8am-9pm
Telephone Availability: • Sunday: noon-midnight • Monday-Thursday: 8am-midnight • Friday: 8am-8pm • Saturday: 9am-5pm
Laptop Checkout: 8am-7pm
For additional support, visit Canvas Technical Help
(https://community.canvaslms.com/docs/DOC-10554-4212710328

Communication Policies

Instructor Communication: All communication will take place in CANVAS. You must check Canvas every day for important course-related information. It is highly recommended that you adjust your CANVAS account settings to receive essential information directly to your email account or cell phone.

Important course announcements about assignments, exams, grades, and other course information will be posted in the Announcements section on the CANVAS course website throughout the semester. Students are recommended to set up notifications in CANVAS to stay informed of course news and other course updates.

Diversity Statement

I value the many perspectives students bring to our campus. Please collaborate with me to create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. If you ever feel like this is not the case, please let me know. We are all learning together.

Course Policies

Late Work Policy

Assignment due dates are posted in the syllabus and on Canvas. Any changes to due dates will be updated on Canvas and communicated in an announcement. All work for this course is due no later than 11:59 pm (Central Time Zone) on the designated date. **No late submission is accepted in this course.**

The University is committed to providing a reliable online course system to all users. However, in the event of an unexpected server outage or any unusual technical difficulty, which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time. **In case of a technical problem due to online course system of the UNT, the student is expected to contact the instructor/TA before the deadline. Any contact after the deadline will be considered ignorable.**

Attendance

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, or have any other valid excuse not to attend.

Syllabus Change Policy

While the plan is to follow this syllabus as written, it is reasonable to expect that adjustments will be made if necessary due to events that are outside of control. Any changes will be posted in the announcement section of our Canvas course. If these changes affect assignments or due dates, they will be communicated via email as well.

Turnitin Notice

Turnitin is used as a tool to assist students in their scholarly writing to address plagiarism issues. All works submitted for credit must be original works created by the scholar uniquely for the class. It is considered inappropriate and unethical, particularly at an advanced undergraduate/graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. It is also considered inappropriate and unethical to work together on individual assignments or share work that is to be created on an individual level. Work submitted at the

senior/graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the lower undergraduate levels. It is recommended that students use the Turnitin resource to ensure their work is free of copyright issues prior to the final submission of their projects.

You are expected to follow UNT's Code of Student Conduct which is intended to "foster a safe environment conducive to learning and development. Students and student groups are expected to conduct themselves in a manner that demonstrates respect for the rights and property of others and upholds the integrity and values of the University community." The Code of Student Conduct can be found at https://policy.unt.edu/sites/default/files/07.012_CodeOfStudConduct.Final8_.19.format.pdf.

You are also expected to follow UNT's Student Academic Integrity Policy. The Student Academic Integrity Policy can be found at https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity.Final_.pdf

University Policies

Course Evaluation

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. Students will receive an email from "UNT SPOT Course Evaluations via System Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (http://spot.unt.edu/) or email spot@unt.edu. SPOT responses are anonymous to instructors/administrators, and they will be able to access results only after they have submitted final grades. Before final grade submission, instructors will not be able to see any responses.

Academic Integrity Policy

Academic Integrity Standards and Consequences: According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Policy

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website (http://www.unt.edu/oda). You may also contact ODA by phone at (940) 565-4323.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct, investigates, and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals

without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct (https://deanofstudents.unt.edu/conduct) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle
Connect and how to forward e-mail Eagle Connect (https://it.unt.edu/eagleconnect)

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648.
Additionally, alleged sexual misconduct can be non confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 275

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses please go to the Electronic Code of Federal Regulations website (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f) (6) (i) (G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component
(which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1)   Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2)   Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance
Education Courses (https://policy.unt.edu/policy/07-002).

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all the following criteria are met:

• The work is used only once.

• The work is not used in its entirety.

• Use of the work does not affect any potential profits from the work.

• The student is not identified.

• The work is identified as student work.

If the use of the work does not meet all the above criteria, then the University office or department using the work must obtain the student's written permission. Download the UNT System Permission, Waiver and Release Form

Transmission and Recording of Student Images in Electronically Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.

2. In the event an instructor records student presentation, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.

3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may be reused in future course offerings. If you do not want your image to appear, turn off your camera prior to the start of the recording. No notification is needed if only audio and slide capture is used or if the video only

records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Class Recordings & Student Likenesses

Synchronous (live) sessions in this course will be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Grades of Incomplete

Grades of Incomplete will only be given per university policy as outlined by the [Office of the Registrar.](#)

Academic Support & Student Services

Student Support Services

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](#) (https://studentaffairs.unt.edu/studenthealth-and-wellness-center)
- [Counseling and Testing Services](#) (https://studentaffairs.unt.edu/counselingandtesting-services)
- [UNT Care Team](#) (https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](#) (https://studentaffairs.unt.edu/student-healthandwellness-center/services/psychiatry)
- [Individual Counseling](#) (https://studentaffairs.unt.edu/counseling-andtestingservices/services/individual-counseling)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)

- Legal Name

UNT euIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can add your pronouns to your Canvas account so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage: o What are pronouns and why are they important? o How do I use pronouns? o How do I share my pronouns? o How do I ask for another person's pronouns? o How do I correct myself or others when the wrong pronoun is used?

Additional Student Support Services

- Registrar (https://registrar.unt.edu/registration)
- Financial Aid (https://financialaid.unt.edu)
- Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
- Career Center (https://careercenter.unt.edu)
- Multicultural Center (https://idea.unt.edu/multicultural-center)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counselingandtesting-services)
- Pride Alliance (https://idea.unt.edu/pridealliance)
- UNT Food Pantry (https://studentaffairs.unt.edu/food-pantry)

Academic Support Services

- Academic Resource Center (https://clear.unt.edu/canvas/student-resources)
- Academic Success Center (https://success.unt.edu/asc)
- UNT Libraries (https://library.unt.edu)
- Writing Center (https://writingcenter.unt.edu)
- Math Lab (https://learningcenter.unt.edu/math-lab)

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Scholarly Expectations

Copyright Notice

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UNT Code of Student Conduct

Every student in my class can improve by doing their own work and trying their hardest with access to appropriate resources. Students who use other people's work without citations will be violating UNT's Academic Integrity Policy. Please read and follow this important set of guidelines for your academic success (https://policy.unt.edu/policy/06003). If you have questions about this, or any UNT policy, please email me or come discuss this with me during my office hours.

You are encouraged to become familiar with the University's Code of Student Conduct and the Policy of Academic Integrity (Links to an external site.) found on the Dean of Students website. The Dean of Students Office (opens in a new window) (Links to an external site.) enforces the Code. The Code explains what conduct is prohibited, the process the DOS uses to review reports of alleged misconduct by students, and the sanctions that can be assigned. When students may have violated the Code, they meet with a representative from the Dean of Students Office to discuss the alleged misconduct in an educational process. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc.

Of particular interest are the following terms:

Cheating – intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours.

USE of Generative AI, or Web Plugin Such As Courseology, are unauthorized. The use of these are strictly prohibited. Use of any such technology will result in an academic integrity violation. *

Plagiarism – the deliberate adoption or reproduction of ideas, words, or statements of another person as one's own without acknowledgement.

Fabrication – intentional and unauthorized falsification or invention of any information or citation in an academic exercise.

Facilitating academic dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity.

The policies contained on the course website apply to this course. In addition, you are expected to adhere to the ADTA Academic Integrity Policy outlined below. If you have questions regarding any of the information presented regarding academic integrity, please feel free to contact me.

Academic Integrity

All works submitted for credit must be original works created by the scholar uniquely for the class. Use of generative AI tools (like Bard and ChatGPT) is not allowed in this course unless stated otherwise. It is considered inappropriate and unethical, particularly at an advanced graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

ADTA Academic Integrity Policy

The University of North Texas promotes the integrity of learning and embraces the core values of trust and honesty. Academic integrity is based on educational principles and procedures that protect the rights of all participants in the educational process and validate the legitimacy of degrees awarded by the University. In the investigation and resolution of allegations of student academic dishonesty, the University's actions are intended to be corrective, educationally sound, fundamentally fair, and based on reliable evidence.

The UNT Student Academic Integrity Policy is found at

https://policy.unt.edu/policy/06003

ADTA students must read and adhere to the university, department, and course Academic Integrity expectations. The consequences of violating Academic Integrity expectations are outlined below.

Advanced Data Analytics Integrity Policy

	Penalty	Other
1st Academic Integrity Offense	The minimum penalty is a 0 for the assignment AND a deduction of one letter grade from the final grade for the course. Other penalties may be assessed by the course instructor up	All Academic Integrity offenses will be reported to the UNT Academic Integrity Office.
	to course failure, depending on the severity of the offense.	

2nd Academic Integrity Offense	Suspension from the ADTA program.	A second offense is defined as a separately reported offense either in the same class as the 1st offense or in a different course. Students suspended for a second Academic Integrity violation will not be allowed to enroll in ADTA courses for 1 calendar year. For students who had a single Academic Integrity violation prior to Fall 2023, a second violation will result in suspension from the ADTA program.
3rd Academic Integrity Offense	Dismissal from the ADTA program.	Students committing a 3rd Academic Integrity offense will be dismissed from the program. For students who had multiple Academic Integrity violations prior to Fall 2023, any additional violation will result in dismissal from the ADTA program.