

DSCI 5240/Data Mining and Machine Learning for Business

Section 501

Instructor Contact

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Phone Number: (940) 565 – 3345

Class Format: face to face

Class Meetings: Wednesdays 6:30 pm – 9:20 pm @ FRSC 112 (Frisco)

Office Hours: Tuesdays 11:00 am – 12:30 pm and 3:00 pm – 4:30 pm either in office or via [Zoom](#). Some days they will only take place online. A detailed schedule of office hours will be uploaded to Canvas.

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Communication Expectations: The instructor will communicate with students via, in-class announcements, e-mails, Canvas, and office hours. The students will communicate with the instructor via e-mails and office hours.

It is the instructor's aim to answer e-mails within 48 hours of their receipt during business days. Please, be courteous and professional when communicating with your instructor and follow the provided [Online Communication Tips](#). The instructor may not answer e-mails that do not abide to these tips.

Course Description

This course deals with the problem of extracting information from large databases and designing data-based decision support systems. The extracted knowledge is subsequently used to support human decision-making in the areas of summarization, prediction, and the explanation of observed phenomena (e.g. patterns, trends, and customer behavior).

Techniques such as visualization, statistical analysis, decision trees, and neural networks can be used to discover relationships and patterns that shed light on business problems. This course will examine methods for transforming massive amounts of data into new and useful information, uncovering factors that affect purchasing patterns, and identifying potential profitable investments and opportunities.

Course Structure

This course will be delivered in face-to-face format and will take place between the weeks of January 17th, 2022, and May 9th, 2022*.

* Course structure subject to change in order to accommodate specific circumstances that may appear throughout the semester.

Week	Topics/Cases	Notes
Week 1 - Introduction	Introduction to Data Mining	Read Sarma Chapter 1-2 Form teams
Week 2 -Working with Data	Data Preparation Linear Regression Quick SAS Enterprise Miner Demo	Read Sarma Chapter 3
Week 3 -Working with Data (ctd.)	Dimension Reduction	Assignment 1 due
Week 4 – Segmentation	Introduction to SAS Enterprise Miner Cluster Analysis	
Week 5 – Segmentation (ctd.)	Hierarchical Cluster Analysis Cluster Analysis in SAS Enterprise Miner	Assignment 2 due
Week 6	Midterm exam	No class meeting
Week 7 – Classification	Introduction to Classification Naïve Bayes	Assignment 3 due
Week 8 – Classification(ctd.)	Logistic Regression	Read Sarma Chapter 6
Week 9	Spring Break	No class meeting
Week 10 – Classification (ctd.)	Decision Trees and Random Forests	Read Sarma Chapter 4 Project status report due
Week 11 – Classification (ctd.)	Classification in SAS Enterprise Miner	
Week 12 – Classification (ctd.)	Neural Networks	Read Sarma Chapter 5
Week 13 – Classification (ctd.)	Evaluating Classifiers	Read Sarma Chapter 5 Assignment 4 due
Week 14	Prepare project report	No class meeting
Week 15 – Database Methods	Association Rules Recommender Systems	Project report due
Week 16 – Text Mining	Text Mining	Read Sarma Chapter 9
Week 17 – Wrap up	Final Exam: May 11 th @6:30 – 8:30 pm (in usual classrooms)	No class meeting

A list of important dates for this semester can also be consulted at the [Spring 2022 Registration Guide](#).

Course Prerequisites or Other Restrictions

There are no pre-requisites for this class. Some knowledge of basic statistics and probability will be helpful.

Course Objectives

1. Students will be able to articulate basic data mining and machine learning concepts and their application in the business context.
2. Students will be able to use analytical software to identify and interpret complex patterns in multidimensional data.
3. Students will be able to describe and use common descriptive and predictive algorithms.

4. Students will be able to describe all phases of decision making, including data discovery and capture, data analysis and confirmation, presentation of results, and implementation of results.

Technical Requirements & Skills

All students are responsible satisfying the requirements below and they must make sure that they comply with them when they perform the tasks that are needed for the successful completion of this course.

- Computer with Webcam
- Reliable internet access
- Speakers
- Microphone
- Microsoft Office Suite
- [Canvas Technical Requirements](#)
- LockDown Browser and Respondus Monitor
- Business or scientific calculator. **Only these calculators will be allowed in quizzes and exams. Calculators from phones, tablets or other electronic devices will not be allowed.**

Textbooks and Materials

1. **Textbooks:** Kattamuri S. Sarma, *Predictive Modeling with SAS Enterprise Miner: Practical Solutions for Business Applications*, 3rd Edition, SAS Institute 2017, ISBN: 978-1629602646. RECOMMENDED, NOT REQUIRED. Useful if you are seeking the SAS Predictive Modeler Certification.
2. **Software:** SAS Enterprise Miner – Available at the CoB lab or via the cloud.
3. **Computer:** Access to a computer with an operational webcam and microphone is required. More details will follow in the section [Technical Requirements & Skills](#).
4. **Calculator:** A simple scientific calculator will be required for exams. No programmable or graphing calculators are permitted. No sharing of calculators during exams will be allowed.

Teaching Philosophy

To make the class more dynamic, I will opt for combining slides and hand-written notes. I will write notes on-the-go in class as I explain concepts and exercises. This course has a clear mathematical background and mathematics require work and patience to be understood. I believe that this understanding cannot be attained without writing things down by yourselves and, for this reason, I expect you to be active in taking notes.

Grading

Grades measure the performance of a student in individual courses. Students will be evaluated based on their performance and command of the course materials. Final grades are broken down as follows[†]:

Course Requirement	Points	Percentage of Final Grade
Participation/ Professionalism	50	5%
Homework assignments	200	20%
Exam 1	250	25%
Exam 2	250	25%
Group Project [‡]	250	25%
Total	1000	100%

A student's final grade will be determined following the grading scale[§] below:

A = 900 – 1000 points

B = 800 – 899 points

C = 700 – 799 points

D = 600 – 699 points

F = 0 – 599 points

Course Policies

Face Coverings

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Attendance

I expect, but do not enforce, that students attend each class session. Take into account that there will be quizzes and midterm exams during regular class hours. Visit the [University of North Texas' Attendance Policy](#) to learn more.

Students are responsible for learning the contents, meet the deadlines, and follow the directions explained in class regardless of their attendance.

If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and

[†] The breakdown below is contingent upon acceptance of this syllabus and its addenda. Each student submission will receive a 0 until such acceptance is received by the instructor.

[‡] PhD students should form groups together and are encouraged to select a project that could result in a conference proceeding or a journal publication.

[§] This grading scale is tentative and may be adjusted at the end of the semester based on overall class performance.

Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Course Materials for Remote Instruction

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a [webcam and microphone – faculty member to include what other basic equipment is needed] to participate in fully remote portions of the class. Additional required classroom materials for remote learning include: [list specific software, supplies, equipment or system requirements needed for the course]. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>

Announcements Policy

In addition to in class announcements, important messages may be communicated via [Canvas](http://canvas.unt.edu) (<http://canvas.unt.edu>). You are responsible for actively monitoring Canvas for announcements which, among other things, may be related to changes in schedule, syllabus, or other key aspects of the course.

Group Participation Policy

This course requires considerable group work. Details related to team formation will be delivered in class and/or on the course website. Because of the volume of group work and the possibility that some team members may not contribute to the overall team success, a team may document problematic behaviors and recommend that a non-performing member of the team be “fired.” In such circumstances, I will meet with the team and create a performance improvement plan (PIP) for the offending team member. **If the team member fails to meet the obligations outlined in the PIP, or if the problematic behaviors reoccur after completion of the PIP, the student will be removed from the team and must complete all remaining deliverables alone. The maximum grade that may be achieved on a given deliverable by an individual fired from their team is 80% of the associated points.**

Assignment Policy

Homework assignments will be announced via Canvas. The due date for each homework will be announced on the posting date along with extra instructions (if needed). As a rule of thumb, homework has to be completed professionally and therefore it needs to be well presented, clean, readable, and easy to follow. The instructor and the grader may reduce your grade at their discretion if these general guidelines are not correctly followed.

All assignments and project deliverables will be completed by groups of three students and must be submitted through Canvas. Alternative submission methods (e.g., paper, email, USB drive) are not acceptable unless prior permission of the instructor is obtained. Once a group is formed, the same group will have to work on all assignments and the project. **Any assignment or project that is submitted after the submission deadline will not be graded and will result in a zero on that assignment or project.** Consequently, make sure that you do not leave your submissions for the last minute. See the [Late Work](#) subsection for more details about late submissions. **Make sure that the names of all the students that participated in the homework are listed in the first page of your Word file. Students that participated in an assignment that are not listed will not receive any credit for this submission.**

Students are welcome to review both assignments and exams after grading to improve their understanding of course material and check for the presence of grading errors. This review must be

conducted within two weeks of the assignment deadline or exam. No changes to grades will be made after this time period.

Examination Policy

The following policies will apply to your exams:

- All exams be closed-book and closed-notes.
- You will need a laptop to complete your exams. Make sure you connect it to the power grid. **I will not repeat any exam if your laptop runs out of battery.**
- Phones and tablets will **not** be allowed.
- Students are responsible for their materials on an exam. Loaning or sharing any materials is strictly prohibited.
- It is **strictly forbidden** that students share information during an exam. Failure to comply with this will result in disciplinary actions as described in the [Academic Integrity Policy](#) subsection of this syllabus.
- Students who fail to bring their own required materials will take the exams without them and to the best of their ability.
- Further instructions will be announced ahead of time, if needed.
- In case you lose Internet connection during an exam:
 - If you are having a short disruption, Canvas will allow you to keep on working on the exam and will reconnect automatically once your Internet service resumes.
 - If the issues persist, contact the [Student Helpdesk](#) (helpdesk@unt.edu or 940.565.2324) immediately and document the remedy ticket number.
 - If the Student Helpdesk cannot address your problems or if they advise you to contact your instructor, immediately report this disruption to both your instructor and the grader and enclose a copy of the current state of your exam. This is very important to keep a recorded time stamp of the events.
 - If the issues still persist, complete your exam offline and send it via e-mail to both your instructor and the grader. **Important:** always do this within the allotted time for the exam.
- Missed exams will receive zero marks unless a legitimate excuse is presented, as described in the [Late Work](#) subsection of this syllabus.
- In the case that you want to review a midterm exam that you took, this request must be done to the grader/instructor within two weeks since the grades were posted. Later reviews will not be accepted.
- If you want to review a final exam, this request must be done to the grader/instructor within 10 days or before the grades are due at the Registrar's Office, whatever is shorter.

Late Work

It is **highly recommended** that you work on your submissions well in advance to avoid last-minute issues. I will **not** accept any late submissions nor agree to make-up tests or exams except in the following cases:

- Medical emergency cases, in which case a doctor's note is required.
- Family emergency cases, in which case a written verifiable proof is required.
- Any other excused absence specified in Chapter 6 of Faculty Affairs document, [Student Attendance and Authorized Absences](#).

Late submissions and make-up tests or exams must always be agreed **before the corresponding due date**. No makeup tests or exams will be offered due to poor performance in exams.

Academic Dishonesty and Associated Consequences

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. **In this course, engaging in academic dishonesty will result in an F in the course.** All incidents of academic dishonesty will be reported via departmental, college, and university channels as appropriate and may result in additional penalties.

In this class, unless otherwise stated, individual work should be completed alone and using only resources explicitly outlined in the instructions. Similarly, group work, should be completed only by the members of the group and should utilize only those resources specified in the instructions. While external research may be permitted in assignment instructions, utilizing resources such as Chegg, Course Hero, and similar websites is never appropriate and is expressly forbidden.

Academic dishonesty is an extremely serious issue. It will not be tolerated and will be prosecuted according to UNT Policy 06.003. You are responsible for knowing what those behaviors above (cheating, plagiarism, etc.) mean and when you might be incurring any of them.

Electronics Policy

Electronics will be used **strictly as needed** for class purposes. A student that engages in the use of these devices may be directed to leave the classroom according to UNT's policy on [Acceptable Student Behavior](#).

If this behavior persists, I reserve the right to reduce the student's grade in this course at my discretion.

Syllabus Change Policy

The contents of this syllabus might be changed to the instructor's discretion in order to adjust the course to the specific circumstances of each semester.

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors online. Here are some general guidelines:

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Always use your professors' proper title: Dr. or Prof., or if in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to your instructor by first name.
- Use clear and concise language.

- Remember that all college level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be careful with personal information (both yours and other’s) and avoid sending confidential information via e-mail.
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

Course Evaluation

The 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. At some stage during this course, students will be given access to this evaluation. I would certainly appreciate your constructive feedback when the time comes.

Getting Help

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 technology issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (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) (https://community.canvaslms.com/docs/DOC-10554-4212710328)

Computer Labs

The BLB computer labs on the first floor will open with reduced hours and reduced seating to comply with social distancing guidelines. There will not be BLB laptop checkouts due to potential contamination issues. The library [has computers to check out for up to 24 hours](#) and the [RCOB virtual computer labs](#) will be open for business continuously.

UNT and College of Business Policies and Notices

RCOB Statement on Academic Honesty

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

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 from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual’s exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to

respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

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.

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 Blackboard 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 2759.

Important Notice for F-1 Students Taking Online 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.

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 of 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 of the above criteria, then the University office or department using the work must obtain the student's written permission.

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 presentations, 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. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course may employ 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 also be reused in future course offerings.

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.

Emergency Evacuation Procedures for Business Leadership Building

Severe Weather

In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire

In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

Syllabus Acceptance Form

By signing below, I acknowledge that I have read and understood the contents of this course's syllabus and its addenda and that I agree to abide to the terms exposed in these documents.

Student Name (Print) _____ Student ID No. _____

Student Signature _____ Date _____