Course Description

This course presents a managerial approach to understanding business intelligence systems. The business environment is constantly changing, and it is becoming more complex. Organizations, both private and public, must respond quickly to changing conditions and be innovative in the way they operate. Such activities require organizations to be agile and to make frequent and quick strategic, tactical, and operational decisions, some of which are very complex. Making such decisions requires considerable amounts of relevant data, information, and knowledge and requires computerized support. This course highlights the role of business analytics as computerized support for managerial decision making.

Course Objectives

1. To develop an understanding of how business intelligence and business analytics (BI&A) are needed and used in managerial decision processes and everyday management situations;
2. To explain how, why, and where BI&A is utilized;
3. To compare and contrast different issues in current BI&A thinking;
4. To develop an understanding of using BI&A in dealing with uncertain events;
5. To develop an understanding of where BI&A fits in the ever-evolving class of management decision-making support systems.
6. To enhance discussion and communication skills about technical applications in a manner easily understood by non-technical people (e.g., managers and other users of the applications).

Course Structure

This is a face-to-face course and content will be delivered using a lecture-based delivery strategy, supplemented with discussions, team exercises, and other in-person learning strategies unless external forces make such delivery impossible or impractical. Students are expected to attend weekly course meetings unless the instructor indicates otherwise. Exams will be administered in class and on paper.

Required/Recommended Materials

- Required Textbook:
  - Business Intelligence, Analytics, and Data Science: A Managerial Perspective on Analytics, 4th edition, 2018 by Ramesh Sharda, Dursun Delen, and Efraim Turban, Publishers: Pearson Prentice Hall.

- Recommended Reading:
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 24</td>
<td>Overview of Course</td>
<td>Sharda 1</td>
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<tr>
<td>Week 1</td>
<td>Overview of BI, Analytics, and Data Science</td>
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<tr>
<td>Jan 31</td>
<td>Overview continued</td>
<td>Sharda 1 continued</td>
<td>Class Participation 1</td>
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<tr>
<td>Week 2</td>
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<tr>
<td>Feb 7</td>
<td>Descriptive Analytics I: Nature of Data</td>
<td>Sharda 2</td>
<td>Class Participation 2</td>
</tr>
<tr>
<td>Week 3</td>
<td>Statistical Modeling, and Visualization</td>
<td></td>
<td>Homework 1</td>
</tr>
<tr>
<td>Feb 14</td>
<td>Descriptive Analytics I cont’d</td>
<td>Sharda 2 &amp; 3 (beginning p 170);</td>
<td>Class Participation 3</td>
</tr>
<tr>
<td>Week 4</td>
<td>Instructor demos of various software</td>
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<tr>
<td>Feb 21</td>
<td>Exam 1** (Sharda 1, 2, 3)</td>
<td></td>
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<tr>
<td>Week 5</td>
<td></td>
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<tr>
<td>Feb 28</td>
<td>Descriptive Analytics II: Business Intelligence and Data Warehousing</td>
<td>Sharda 3 (prior to p. 170)</td>
<td>Class Participation 4</td>
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<tr>
<td>Week 6</td>
<td></td>
<td></td>
<td>Homework 2</td>
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<tr>
<td>Mar 7</td>
<td>Descriptive Analytics II cont’d</td>
<td>Sharda 3 continued</td>
<td>Class Participation 5</td>
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<tr>
<td>Week 7</td>
<td></td>
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<tr>
<td>March 14</td>
<td>SPRING BREAK No Classes</td>
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<tr>
<td>Mar 21</td>
<td>Predictive Analytics I: Data Mining Process, Methods and Algorithms</td>
<td>Sharda 4</td>
<td>Class Participation 6</td>
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<tr>
<td>Week 9</td>
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<tr>
<td>Mar 28</td>
<td>Predictive Analytics II: Text, Web and Social Media Analytics</td>
<td>Sharda 5</td>
<td>Class Participation 7</td>
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<tr>
<td>Week 10</td>
<td></td>
<td>(Possible Guest Speaker)</td>
<td>Homework 3</td>
</tr>
<tr>
<td>Apr 4</td>
<td>Predictive Analytics II cont’d</td>
<td>Sharda 5 continued</td>
<td>Class Participation 8</td>
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<tr>
<td>Week 11</td>
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<tr>
<td>Apr 11</td>
<td>Exam 2** (Sharda 3, 4, 5)</td>
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<tr>
<td>Week 12</td>
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<tr>
<td>Apr 18</td>
<td>Prescriptive Analytics: Optimization and Simulation</td>
<td>Sharda 6</td>
<td>Class Participation 9</td>
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<tr>
<td>Week 13</td>
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<td></td>
<td>Homework 4</td>
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<tr>
<td>Apr 25</td>
<td>Big Data Concepts and Tools</td>
<td>Sharda 7</td>
<td>Class Participation 10</td>
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<tr>
<td>Week 14</td>
<td></td>
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<tr>
<td>May 2</td>
<td>Big Data Concepts &amp; Tools Cont’d</td>
<td>Sharda 7 continued;</td>
<td>Homework 5</td>
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<tr>
<td>Week 15</td>
<td>Future Trends, Privacy, and Managerial Considerations in Analytics;</td>
<td>Sharda 8</td>
<td>Class Participation 11</td>
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<tr>
<td></td>
<td>SPOT Evaluations</td>
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<tr>
<td>May 9</td>
<td>Comprehensive Final Exam**</td>
<td>1:30 – 3:30 p.m.</td>
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<td>Week 16</td>
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*instructor may modify assignments to introduce new articles or cases for discussion based on topic/class structure

** all exams will be given in person and on paper in our classroom
**Evaluation of Performance**

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage of Grade</th>
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</thead>
<tbody>
<tr>
<td>Class participation &amp; preparation activities (10)</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>Homework (5)</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>500</strong></td>
<td><strong>100%</strong></td>
</tr>
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**Grading Scale:** 450-500 = A; 400-449 = B; 350-399 = C; 300-349 = D; <300 = F

This grading scale is finite and there will be no rounding of final grades. Additionally, in the interest of fairness to all in the class, I will not provide one-off opportunities to resubmit assignments for regrading or provide extra credit for students that fall just short of their desired grade. Please do not ask for special consideration. All assignments and project deliverables 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. Late submission of deliverables is not permitted without prior permission from the instructor and will result in a zero on the assignment.

**DSCI 4330 Course Assignments and Exams**

**Class participation & preparation activities (10), drop 1:** Each week we will have discussions and activities designed to help students learn and assess their understanding of the material. These assignments include case discussions, group activities, and in-class reflection assignments of the course readings. These in-class assignments help engage the students, reinforce the course material, and provide a low risk opportunity to assess their learning and comprehension of the course content. In order to receive these points the students must attend class, participate in the assignments, and make a meaningful contribution to the class activities.

**Homework (5):** This course includes five homework assignments designed to help students engage with the course material. The assignments will vary and include online quizzes, viewing and discussing Ted Talks on analytics, and completing career development activities. The details for each assignment, including due dates, will be posted on Canvas at least one week prior to the assignment due date.

**Exams (3):** This course includes three exams. Exams 1 and 2 will cover two and half chapters from the textbook while Exam 3 is a comprehensive exam covering all course content. The exams will be given on paper and in class. The format of the exam is multiple choice, True/False, and short answer.

**Welcome to UNT!**

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based
discrimination, harassment, and retaliation. UNT’s full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Course Technology & Skills

Minimum Technology Requirements
The following are required to successfully complete this course:

- Computer with access to the internet
- Microsoft Office Suite
- Canvas Technical Requirements (https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy
The following is a list of course-specific technical skills you must have to succeed in the course:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs

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.

UNT IT Help Desk

- **Email:** helpdesk@unt.edu
- **Live Chat:** Helpdesk Live Chat (https://it.unt.edu/helpdesk/chatsupport)
- **Phone:** 940-565-2324
- **In Person:** Sage Hall, Room 330

**Hours and Availability:** Visit UNT IT Helpdesk (https://it.unt.edu/helpdesk) for up-to-date hours and availability

For additional support, visit Canvas Technical Help (https://community.canvaslms.com/docs/DOC-10554-4212710328)

Rules of Engagement

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

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis 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 will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
• 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) for more information.

How to Succeed in this Course

Success in this course requires regular class attendance and a willingness to engage with the instructor and your classmates to ensure you clearly understand the course content. I am committed to your success in my class, within your academic program, and beyond. However, the learning strategies employed in this class are highly collaborative and require your active participation and willingness to seek clarification when topics are not clear.

For face-to-face classes, I strongly encourage you to ask detailed questions in class, as the resultant conversation may help clarify topics for both yourself and your classmates. I also encourage you to engage with me during office hours for questions which require a lengthier discussion than may be possible during class meetings. You are also always welcome to contact me via email.

Other resources you may find useful during your time at UNT include:

Student Support Services

• Registration (https://registrar.unt.edu/registration)
• Financial Aid (https://financialaid.unt.edu/)
• Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
• Career Center (https://studentaffairs.unt.edu/career-center)
• Multicultural Center (https://edo.unt.edu/multicultural-center)
• Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
• Student Affairs Care Team (https://studentaffairs.unt.edu/care)
• Student Health and Wellness Center (https://studentaffairs.unt.edu/student-health-and-wellness-center)
• Pride Alliance (https://edo.unt.edu/pridealliance)

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 Lab (http://writingcenter.unt.edu/)
• MathLab (https://math.unt.edu/mathlab)

Course Policies

Attendance and Participation
For face-to-face classes, regular class attendance and informed participation are expected. Final grades in the course are determined, in part, by participation in course discussions and assignments. 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, in mindfulness of the health and safety of everyone in our community. If you are experiencing any symptoms of COVID (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) please seek medical attention from the Student Health and 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.
Assignment Policy
Assignment instructions, materials, and associated due dates will be posted on the course website. The University is committed to providing a reliable online course system to all users. However, in the event of any 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. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Late Work
Late submission of deliverables is not permitted without prior permission from the instructor and will result in a zero on the assignment.

Examination Policy
Unless otherwise indicated, examinations will be closed book/closed note and must be completed on the assigned date within the appropriate time window as outlined on the course website. If an exam is not administered on campus and under the direct supervision of the instructor or a designee, Respondus Monitor may also be required. Make-up exams will be extremely rare and only available for extremely unusual circumstances. Such situations will require documentation of a University excused absence.

Grade Appeals
Occasionally mistakes are made during the grading process. If you believe such a mistake has occurred you should:

1. Wait 24 hours and consider whether the grading issue was a mistake or simply disappointment with the grade you received.
2. If the former, contact the instructor and bring the issue to their attention

If the instructor agrees that a grading error has occurred, the assignment or exam will be regraded to correct the issue. Grade appeals must be made within 2 weeks of the receipt of the graded deliverable.

Importantly, grade appeals are designed to ensure mistakes do not negatively impact your grade in the course. They are not intended to ensure you receive your desired final grade. Please do not ask for a blanket reconsideration of your graded deliverables in the hope that it will result in an improved outcome in the course overall.

Class Participation
As noted, class participation is required. You are expected to actively engage with course content and discussions (if present). Failure to do so will impact your grade in the course.

Instructor Responsibilities and Feedback
I am strongly committed to your success in this course, within your program of academic study, and beyond. I hope to provide a learning experience that allows you to master not only the associated technical skills and concepts, but links these to their role and impact within business environments.

To that end, I aspire to provide high-quality content and to present that content in an engaging manner. While I attempt to ensure instructions for projects and assignments are clear, I am open to feedback should opportunities exist to improve these resources. I also try to be responsive in terms of grading and communication. Grades are typically available within 10 business days of the associated due date. I try to respond to email messages within 1 business day. However, I am often online and a response within a few hours is common.
Syllabus Change Policy
This syllabus and the assignments, reports, and other deliverables it describes may be updated during the course of the semester. An announcement will be posted on the course website in the event of a change which clearly states the nature of the change, the reason for the change, and how the change might impact your strategy for completing the course.

Academic Dishonesty and Associated 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. I take academic dishonesty extremely seriously and I highly encourage you to do the same. What may appear to be a relatively minor step outside the bounds of acceptable behavior can have a monumental impact on success within your academic program and beyond.

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.

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 a zero on the associated deliverable or exam. A second violation 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.

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.

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.