

# DSCI 4520 – Introduction to Data Mining

## Instructor Information

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**Office Hours:**

Tuesday 10:30 AM – 1:00 PM – BLB 394B

**Or by Appointment**

These times are for questions or comments only. **They are not required class meetings.**

Meeting times may be altered periodically due to unforeseen circumstances. Any such alterations will be announced on the class website

## Course Description and Learning Objectives

This course provides an introduction to the topic of data mining using large datasets with the objective of improving business decision making and organizational outcomes. The course focuses on a variety of commonly used algorithms that facilitate summarization, prediction, and the explanation of observed phenomena.

Topics addressed include exploratory analytics, visualization, cluster analysis, linear and logistic regression, decision trees and random forests, and neural networks/artificial intelligence.

At the end of this course:

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.

## Course Structure

For face-to-face courses, 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.

For online courses, there are no regularly scheduled in-person meetings for course related work. Instructor office hours provide a venue for questions or discussion about course content, but are not intended to be mini-lecture sessions. Should you have specific questions about the course or its content, I encourage you to take advantage of office hours to address those concerns.

## Required/Recommended Materials

- **Textbooks**
  - Kotu, V. and Deshpande, B. Predictive Analytics and Data Mining: Concepts and Practice with RapidMiner, Elsevier  
**NOTE: You do not have to purchase this book. It can be downloaded for free at <https://discover.library.unt.edu/catalog/b5044584>. Look for the “Find It” link.**
  - Other supplementary materials and/or readings as assigned
- **Altair AI Studio (formerly Rapid Miner Studio)** – Available for download and installation via the Altair website (<https://web.altair.com/academic-hub-ai-studio>) or the UNT online virtual lab powered by Citrix (<https://myuntlab.unt.edu/>)
- **Computer** – Access to a computer with an operational webcam and microphone is required. Webcam must be capable of fulfilling requirements related to Respondus Lockdown Browser below.

## 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 Prerequisites or Other Restrictions

This course requires the following prerequisites:

- BCIS 3610
- DSCI 3710
- 2.7 UNT GPA
- A grade of C or better in each previously taken DSCI course

## Course Technology & Skills

### Minimum Technology Requirements

The following are required to successfully complete this course:

- Computer with access to the internet and a working webcam and microphone, capable of running Altair AI Studio
- 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](mailto:helpdesk@unt.edu)

**Live Chat:** [Helpdesk Live Chat](https://it.unt.edu/helpdesk/chatsupport) (<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) (<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

The topics covered in this course are often highly technical. Success 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.

For online classes, I encourage you to actively engage with the content and ask questions via email, in online discussions, or during office hours. Online classes are similar in many respects to the traditional classroom environment, however important differences do exist. In particular, success often requires new skills and knowledge, as well as a degree of self-motivation and dedication to learning on the part of the student. Please visit How to Succeed as an Online Student (<https://clear.unt.edu/teaching-resources/online-teaching/succeed-online>) and review the tips suggested by CLEAR

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>)
- 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>)

## **Assessing Your Work**

Grades will be based on student performance relative to other students who have completed this course in the past as well as the students who are currently taking the course. Adherence to instructions will be considered an important part of the grade.

- A = 900-1000
- B = 800-899
- C = 700-799
- D = 600-699
- F = 500-599

**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, provide extra credit for students that fall just short of their desired grade, or other special grading considerations. Please do not ask. Doing so is unprofessional and will result in a substantial deduction from your Participation/Professionalism point allocation.**

All assignments and project deliverables must be submitted through Canvas unless otherwise noted. 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.

**IMPORTANT:** For any assessment (assignment, exam, quiz, report, etc.) not completed in the classroom, I reserve the right to test you further, as such assessments are done without any in-class monitoring tools. The goal of such tests would be to verify your knowledge and ensure that it is consistent with the work submitted. As long as it is your work, you will not have any issues. Students unable to explain and/or reproduce the answers given will be judged to have committed an act of academic dishonesty, invoking the penalties described below.

## Course Requirements

<b><i>Assignment</i></b>	<b><i>Points Possible</i></b>	<b><i>Percentage of Final Grade</i></b>
<b><i>Participation/Professionalism</i></b>	<b><i>50 points</i></b>	<b><i>5%</i></b>
<b><i>Homework Assignments <sup>a</sup></i></b>	<b><i>200 points</i></b>	<b><i>20%</i></b>
<b><i>Exam 1</i></b>	<b><i>250 points</i></b>	<b><i>50% - Highest two scores</i></b>
<b><i>Exam 2</i></b>	<b><i>250 points</i></b>	
<b><i>Exam 3</i></b>	<b><i>250 points</i></b>	
<b><i>Group Project <sup>a</sup></i></b>	<b><i>250 points</i></b>	<b><i>25%</i></b>
<b><i>Total Points Possible</i></b>	<b><i>1000 points</i></b>	<b><i>100%</i></b>

<sup>a</sup> 20% of your grade on each group deliverable is determined by your contributions to the work. **Failure to meaningfully contribute to group work will almost certainly result in failure of the course.**

## Course Evaluation

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. SPOT evaluations usually become available as follows:

- Fall Term: Mid-November
- Spring Term: Early April
- Maymester Term: Mid- to Late May
- Summer I Term: Late June
- Summer II Term: Late July

## 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](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](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

For online, asynchronous classes there is no regular attendance requirement. However, participation in course activities is both required and a factor in course grading. You must participate, but participation may occur during a broad range of times as dictated by the course schedule.

See the University of North Texas' Attendance Policy

([https://policy.unt.edu/sites/default/files/06.039\\_StudAttnandAuthAbsence.Pub2\\_.19.pdf](https://policy.unt.edu/sites/default/files/06.039_StudAttnandAuthAbsence.Pub2_.19.pdf)) to learn more

### Assignment Policy

Assignment instructions, materials, and associated due dates will be posted on the course website. All assignments should be professional and submitted in accordance with the assignment instructions. Failure to do so will result in a loss of points.

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](mailto: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. Online examinations will employ the Respondus Lock-Down Browser. If the exam is not administered on campus and under the direct supervision of the instructor or a designee, Respondus Monitor may also be required. Additional information about these tools will be communicated prior to the first examination if necessary. Failure to complete the exam by the due date will result in a zero. **Make-up exams will be extremely rare and only available for extremely unusual circumstances.** Such situations will **require documentation of a university excused absence.** Should you experience technical difficulties during an exam, please contact the UNT Student Help Desk: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or 940.565.2324. Immediately send the instructor an email with the nature of the problem and the associated remedy ticket number.

## Respondus Lock-Down Browser/Monitor Policy

If exams are performed online, unless otherwise specified by the instructor, exams can be taken from any location that is quiet, free from distraction, and private. All other rules that would normally apply when taking an in-person exam still apply.

**IMPORTANT:** Respondus Monitor uses an Artificial Intelligence (AI) algorithm for face recognition and the detection of eye movement to red-flag irregularities during exam. Upon completion of your exam, the privacy-protected recording will be reviewed to determine whether exam policies were followed and if any academic dishonesty has occurred.

### At Least One Week Before the Exam

1. Access the Respondus Practice Quiz in Canvas
2. Ensure your computer, camera, and microphone are operational and sufficient for the requirements of the exam. If not, make arrangements to secure alternatives for the exam
3. Notify the instructor of any technical or procedural questions you encounter

**IMPORTANT:** If you experience technical issues (e.g., lock down browser not installed, exam not accessible due to network issues, camera does not record, etc.) during the exam that would have been exposed by the practice quiz, but made no effort to complete the practice quiz in advance, such issues may not serve as the basis for a grade appeal.

### Prior to Accessing the Exam

1. Respondus Monitor will flag situations in which your face is not visible to the camera. As such, you should take care of all necessary activities which might disrupt your exam before you begin (use the restroom, get a drink, etc.). If there is an emergency or other extenuating circumstance which requires you to leave the frame, please briefly explain the issue by speaking directly to the webcam.
2. You will be required to show your ID during the exam startup sequence, so please ensure that you have your UNT Student ID out and ready.
3. Make sure your computer is fully charged or plugged in prior to starting your exam.
4. Take the exam in a well-lit room. Though your screen is bright enough for you to see, the room must be bright enough for the camera to see your face and environment clearly. Also, please avoid having light coming from windows directly behind you.
5. Sunglasses, earphones, hats, and headsets are not allowed during online exams. Remove these items from your immediate vicinity.
6. Similarly, clear up your exam space of notes, textbooks, cell phones, iPods, pads, glasses, papers, and other items, etc. Turn off any other monitors or electronic devices and remove them from your immediate vicinity.
7. Pets can be distracting, and your exam time is limited, so take your exam in a pet-free zone.
8. Find a hard, stable surface such as a desk on which to take your exam.

### During the Exam Startup Sequence

1. When prompted by the system, show your environment thoroughly. That means, please show a full 360-degree view, as well as your work surface (desktop) and above.

2. It may take a few moments for the exam to open, but remember, the camera is already recording because you've just "shown your environment." Do not reach out for anything or get up and walk away, as those things will most certainly be flagged.

#### **While Taking the Exam**

1. If, for some reason, you absolutely must move out of the view of the camera, you must both explain why you left the frame and complete a second environment recording. Otherwise, your exam will be invalidated, and you will receive a grade of 0.
2. Keep your eyes on your exam paper (i.e., computer screen) when taking the exam. The webcam and computer will detect your eye movements and red-flag irregularities if you show inappropriate eye movements.
3. Absolutely no communication of any kind will be allowed during the exam, e.g., don't read the exam questions aloud to yourself.
4. Avoid other suspicious behaviors such as covering the face or mouth with your hands.
5. If you exit the exam without finishing it, you will not be able to reopen it. Any questions you failed to answer will receive a grade of 0.

#### **SUMMARY**

**The items above are considered part of the exam policy and failure to adhere to any of these directions will be grounds for point deductions or completely invalidating your exam and the assignment of a zero, regardless of whether academic integrity issues are suspected.** In summary:

1. You **MUST** have a clean work surface and turn off and remove electronic devices other than the computer on which you are taking the exam
2. You **MUST** ensure your room is bright enough to clearly see your face, detect your eye movements, and illuminate your desk and environment
3. You **MUST** clearly show your UNT ID before taking the exam
4. You **MUST** clearly show a full 360-degree view of your desk and environment
5. You **MUST** make sure no other person is in your exam room
6. You **MUST** keep your eyes on the exam (i.e., computer screen) while taking the exam
7. You **MUST NOT** make any unacceptable eye movements while taking the exam
8. You **MUST NOT** read exam questions aloud
9. You **MUST NOT** talk, whisper or make any suspicious sounds while taking the exam
10. You **MUST NOT** get any assistance from anyone while taking the exam.
11. You **MUST NOT** engage in any other suspicious behaviors (e.g., hide your mouth by hand, move your face out of frame, etc.) while taking the exam

## Example of Unacceptable Eye Movements



## Grade Appeals

Mistakes are occasionally 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 online discussions (if present). Failure to do so will impact your grade in the course. **Periodic attendance quizzes may be given, a zero on two or more quizzes will result in one letter grade reduction (100 points) in your final class score.**

## Group Participation

This course requires considerable group work. Details related to team formation will be delivered in class and/or on the course website. Failure to join/form a group by the established deadline may result in a zero grade on subsequent group assignments. The composition of your group may be adjusted at any time at the discretion of the instructor.

Because of the volume of group work and the possibility that some team members may not contribute to the overall team success, a portion of the grade for each group activity is based on contribution to the group. For each group-based activity, the cover page should clearly list the name of each group member

and a short description of their contributions to the deliverable. Further, each group member may be asked to rate the contribution of other group members on a scale from 1 (poor) to 5 (excellent). Students averaging 3 or above will receive no penalty. Students with lower averages will receive a proportional deduction based on the total number of points available on the assignment/deliverable. Those averaging between 2-3 will receive a 10% deduction. Those averaging between 1-2 will receive a 20% deduction. Deductions may be appealed with countervailing evidence. In the absence of individual ratings, the instructor will base evaluation on the contribution statements tied to each deliverable and/or reports of group contribution issues. **Failure to meaningfully contribute to group work will almost certainly result in failure of the course.**

### **Instructor Responsibilities and Feedback**

I am strongly committed to your success in this course, within your program of academic study, and beyond. The material covered in this course can be highly technical and 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.

### **Syllabus Agreement and Ethical Behavior Form Policy**

Participation in this course requires agreement with this syllabus and the policies contained herein. To document your agreement, you must complete the Syllabus Agreement assignment in Canvas. In addition, you must agree to behave in an ethical manner and document your agreement using the Ethical Behavior Agreement assignment in Canvas. Failure to complete either of these assignments by the specified due date will result in a zero on any subsequent coursework until they are received.

### **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. Unless explicitly allowed in the instructions for an assignment, the use of AI tools such as ChatGPT is also not allowed in this course.

**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. If evidence exists of academic dishonesty on group-based work, these penalties will apply to all members of the group.**

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](http://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](mailto: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 [geo@unt.edu](mailto:geo@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](mailto: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.

## Tentative Course Schedule

Week	Date	Topic	Notes/Reading/Deliverables
1	1/13	Course Introduction + Introduction to Data Mining	Syllabus + Ch. 1 <b>Form Groups</b> <b>Meet Your Instructor Due</b>
2	1/20	Review of Business Statistics + Data Mining Process	Ch. 2 <b>Syllabus Agreement Form Due</b> <b>Ethical Behavior Form Due</b>
3	1/27	Data Preparation, Visualization, and Exploratory Analysis	Ch. 3 + Ch. 11 <b>Project Proposal Due</b>
4	2/3	<b>Exam 1</b>	<b>Covers Weeks 1-3</b>
5	2/10	Clustering and Segmentation	Ch. 7
6	2/17	Linear Regression I	Ch. 5 <b>Assignment 1 Due</b>
7	2/24	Linear Regression II	Ch. 5
8	3/3	<b>Exam 2</b>	<b>Covers Weeks 5-7</b>
9	3/10	<b>SPRING BREAK</b>	
10	3/17	Introduction to Classification and Evaluating Classifiers	Ch. 8 + Ch. 4 <b>Assignment 2 Due</b>
11	3/24	Logistic Regression	Ch. 4
12	3/31	Decision Trees and Random Forests	Ch. 4 <b>Assignment 3 Due</b>
13	4/7	Neural Networks	Ch. 6 <b>Assignment 4 Due</b>
14	4/14	<b>Exam 3</b>	<b>Covers Weeks 10-13</b> <b>Final Project Due 4/17 6:30 PM</b>
15	4/21	Project Presentations	
16	4/28	Project Presentations	
17	5/5	<b>Exam Makeup (If Necessary)</b>	