North Central State College

MASTER SYLLABUS	2026-2027

A. Academic Division: Engineering Technology, Business & Criminal Justice Division

B. Discipline: Business Administration

C. Course Number and Title: BUSM1012 Introduction to AI and Business

D. Assistant Dean: Brooke Miller, M.B.A.

E. Credit Hours: 3

F. Prerequisites: None

G. Last Course/Curriculum Revision Date: Fall 2025 Origin date: 11/24/2025

H. Textbook(s) Title:

Introduction To Business Courseware & Stukent Intro To Business Simternship

- Authors: Laura Munoz, Rich Miller, and Stukent
- Copyright Year: 2022
- Edition: 2026 Version
- ISBN: 9781956963199

I. Workbook(s) and/or Lab Manual: None

J. Course Description: In this course the student is exposed to a broad view of the business enterprise and how each category of business can ethically use artificial intelligence (AI) as a tool. The student will gain insight into the necessity and mutual interdependence of such key business functions as management, human resources, operations and quality, marketing, accounting, and finance. Additionally, the topics of economics and information systems are introduced. Throughout this course the student will gain extensive experience with a direct application of AI use, its benefits, limitations, and ethical considerations, within each topic-area covered in business. The student will also gain experience in problem-solving by means of applying basic business math skills to typical business scenarios.

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	Library Research Assignment using Information Literacy VALUE Rubric within the first half of term.
Quantitative Literacy	.

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Identify how AI is changing the functions and complex organizational relationships required to successfully operate a business.	Quizzes or projects and exercises throughout the semester, Entrepreneur/key manager interview (second half of term), Exercise on AI and SWOT (second half of term), and Exercise on the impact of AI and cybersecurity (second half of term)
2. Demonstrate the time value of money and associated tools by solving business problems involving present and future values of cash flows (including annuities) under conditions of simple and compounding rates of interest.	In-class assignments and quiz (second half of term).
3. Relate the basic functions of the business enterprise to community standards of living and the global economy.	Library research assignment (first half term), Entrepreneur/key manager interview (second half of term), quiz (first half of term), Exercise on how AI is improving quality (first half of term), and Exercise on crafting a job description using AI (first half of term)
4. Recognize the role economic systems and external institutions play in the allocation of resources while also considering how AI affects comparative advantage from both a microeconomic and macroeconomic standpoint.	Quiz (first half of term) and Exercise on AI and comparative advantage between countries (second half of term)
5. Recognize the importance of ethical considerations and social responsibility when conducting business and using AI locally and/or globally.	Quiz or project (first half of term), Review of how ethical considerations are critical for the information that is used in banking and how past bias can impact people today (second half of term), and Exercise on AI improving sustainability and the planet (first half of term)
6. Explain the steps and processes necessary to start a business, choose the form of business ownership, and use of entry level AI tool(s) for small business.	Quiz or project (second half of term), Entrepreneur/key manager interview (second half of term), and an Overview of what AI tools are while mentioning the business functions it has become essential for and its limitations.
7. Discuss each of the four functions of management (planning, leading/directing, organizing and controlling) and how AI is used to conduct simple business queries in each function.	Quiz (second half of term), Entrepreneur/key manager interview (middle of term), and Exercise on improving AI prompts (first half of term)
8. Demonstrate basic knowledge of marketing concepts and analyze the use and trends of AI in marketing.	Quiz or project (middle of term), Entrepreneur/key manager interview (second half of term), Marketing Exercise Using AI (middle of term), and Digital marketing exercise using AI to create content (middle of term)
9. Solve business problems involving price discounts/net prices, price markup/markdown and break-even analyses.	Exercises during the marketing module (middle of term)

Outcomes	Assessments – How it is met & When it is met
10. Demonstrate basic knowledge of the financial accounting system and identify/define the 5 major accounts used.	Annual Report Exercise (second half of term) and Entrepreneur/key manager interview (second half of term)
11. Analyze how AI is changing accounting	Discussion of how AI is improving accounting systems with better data and real-time analysis and financial ratios (second half of term) and Exercise on Fraud Detection and AI (second half of term)
12. Relate the importance of decision-making and strategy to business growth and positioning in local, regional, and global markets while analyzing how AI is changing banks and finance.	Quiz (first half of term) regarding the Global Business Environment, Quiz or project (second half of term) regarding Marketing Concepts, Entrepreneur/key manager interview (second half of term), and Exercise on how robo-advising is helping investors

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences. Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf

North Central State College

SYLLABUS ADDENDUM

Academic Division:	Engineering Technology, Business, and Criminal Justice	**Discipline:**	Business Administration
Course Coordinator:	Brandel Boyd		
Course Number:	BUSM 1012	**Course Title:**	Introduction to AI and Business
Semester / Session:	Fall 2026 / Session B	**Start / End Date:**	10-19-26 thru 12-10-26

Instructor Information

Name:	Brandel Boyd	**Credentials:**	Ph.D. Public Administration; MBA.HRM
Phone Number:	419-755-4572	**E-Mail Address:**	bboyd@ncstatecollege.edu
Office Location:	233 Kehoe	**Office Hours:**	Office Hours: Mon/Wed 9-11 AM; & Mon 2-3 PM

I. Topical Timeline (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Foundations of Business	Strengthen Your Skills Chapter Assessments, Discussion, and Project Part 1	At close of week 1 as designated in Canvas
2	Business Communications and HR Management	Strengthen Your Skills Chapter Assessments, Exercise, Project Part 2, and Schedule Project Part 4	At close of week 2 as designated in Canvas
3	Operations Management & Supply Chain Strategies	Strengthen Your Skills Chapter Assessments, Exercise, and Project Part 3	At close of week 3 as designated in Canvas
4	Selling Value, Marketing, & Digital Presence	Strengthen Your Skills Chapter Assessments, Exercise, and Project Part 5	At close of week 4 as designated in Canvas
5	Accounting & Finance	Strengthen Your Skills Chapter Assessments, Exercise, Project Part 6, and Project Simulation Survey	At close of week 5 as designated in Canvas
6	Leading for Success, the Economy, & Information Systems	Strengthen Your Skills Chapter Assessments, Exercise, and Time Value of Money Quiz	At close of week 6 as designated in Canvas
7	Simulation Rounds 1-6 & Professional Soft Skills Self-Assessment	Simulation and the Professional Soft Skills Self-Assessment	At close of week 7 as designated in Canvas
8	Simulation Rounds 7-16	Simulation - Final	At close of week 8 as designated in Canvas

II. Grading and Testing Guidelines:

Activity	Scoring	Total Points	% of Total
Strengthen Your Skills Assignments	**14 total** @ 20 pts each	280	23%
Discussions	**1 total**	20	2%
Exercises	**5 total** @ 20 pts each	100	8%
TVM Quiz	**1 total**	30	2%
Course Project	**6 total parts** (2 @ 10 pts; 2 @ 25 pts; 1 @ 120 pts; 1 @ 60 pts)	250	21%
Simulation	**16 total rounds** @ 25 pts each	400	33%
Project Simulation Survey	**1 total**	10	1%
Professional Soft Skills Self-Assessment	**1 total**	20	2%
Attendance	**1 total for the term**	100	8%
	Total	**1210**	**100%**

III. Examination Policy:

1. The reasons for which a student will be excused from taking an examination _____
   a. Hospitalization (with documented verification)
   b. Death in the immediate family (with documented verification)
   c. Personal illness or illness in immediate family - (doctor's excuse required).
2. A student who misses an examination for any reason is responsible for _____
   - Contacting me to see if making up that exam is possible
3. No makeup opportunity will be given for absences of unscheduled quizzes.

IV. Class Attendance and Homework Make-Up Policy:

1. **Attendance**
   In fully online sections of this course, attendance is measured by the **completion of weekly assignments and activities**. Simply logging into Canvas or viewing course materials does **not** count as attendance.

   Your attendance may be graded and will be marked each week as one of the following:
   a. Fully attended (submitting all assignments for the weekly module on time).
   b. Partially attended (submitting some portion of assignments for the weekly module on time).
   c. Absent (not submitting any assignments for a weekly module on time).
2. **Late Assignments**
   To support consistent learning, time management, and professional responsibility, the following late-work policy applies:
   - Late submissions are accepted **up to one week after the due date only**.
   - Assignments submitted late will receive a **20%-point deduction**.
   - Assignments submitted **more than one week late will not be accepted**.
   - **No late assignments are accepted after the last day of the term**.
   - Assignments due during **finals week are final** and must be submitted by the posted deadline.
3. **Extenuating Circumstances**
   Students experiencing extenuating circumstances are encouraged to **contact the instructor as soon as possible** to discuss potential accommodations. In some cases, **advance notice may be required**.
   - Approval of late or make-up work is **not guaranteed** and is determined at the instructor's discretion.
   - Requests that do not align with this policy may be denied.

*This policy is supported by the **Dean and Assistant Dean**, who expect students to communicate promptly with their instructor when emergencies arise. This expectation reflects professional workplace standards, where timely communication is required if deadlines or responsibilities cannot be met.*

4. **Advance Communication**
   Students who anticipate difficulty meeting a deadline should **contact the instructor prior to the applicable assignment deadline(s)** to determine whether an alternate schedule may be considered.

5. **Excused Absences**
   Excused absences include the following circumstances, and may require documented proof for accommodation:
   - Hospitalization
   - Death in the family
   - Incapacitating personal illness or illness of an immediate family member
   - Military leave
   - Employment-related travel

6. **Participation Requirements to remain enrolled:**
   Students must participate within the first week of the term to avoid being dropped for non-attendance. This is a college-wide policy. Students must also participate in and achieve at least 67% success/participation by the point of mid-term grade reporting to again avoid being dropped from the course, this time for non-participation (another college-wide policy).

V. Classroom Expectations:

1. You are expected to conduct yourself in this on-line class in a professional and courteous manner at all times. Please be respectful of other students.

2. All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.

3. You are expected to attend class and actively participate in any collaborative exercises that are being run

VI. Artificial Intelligence (AI) Policy:

Artificial intelligence (AI) can be a valuable tool for academic purposes and in the business field. AI may assist with generating ideas, checking grammar, and improving writing skills and other class-related tasks, but it should not be relied upon solely. Students are expected to demonstrate independent thinking and analysis and use AI to supplement their work. AI does not replace critical thinking and relying solely on AI to complete assignments undermines your learning.

Any work submitted must be the student's own, and using AI to generate entire assignments or portions of assignments is strictly prohibited and will result in academic consequences. To promote transparency and accountability, students must document their use of AI in any assignments, including the prompts or instructions they provided to the AI and any additional notes about the AI's output or their analysis. AI is not always accurate and may produce outdated, misleading, biased, or entirely incorrect information. Always verify any AI-generated content with credible academic sources.

Plagiarism, including using AI to generate assignments, not only cheats the student out of learning, but is considered a form of academic misconduct and will result in disciplinary action.