



ALBERS
SCHOOL OF BUSINESS
AND ECONOMICS

COURSE NAME

BUAN 3280 | 2 credit hours

COURSE DESCRIPTION

This course will examine the opportunities and challenges introduced by business analytics through the perspectives of the law and ethics. Rapidly evolving technologies that permit the collection, storage, aggregation, analysis, and use of data create opportunities for financial benefit and the common good, but also create challenges to legal rights such as privacy, equality, and dignity, and to ethical values, such as autonomy, trust, and virtue. The course will be framed as a contextual examination of business analytics to facilitate learning about legal and ethical standards for private organizations using data analytics techniques in various stages of the data life-cycle. This is a dynamic course which presents a rich basis for student learning and contemplation of central questions for “big data”, including issues related to acquisition and use of data; professional and social responsibility in the application of modern technologies; the efficacy of management by algorithm; and the loss of human control in using artificial intelligence. The following are examples of legal and ethical issues that may be included, subject to time constraints: in law: information privacy law; constitutional protection of civil liberties; European Union data privacy regulation; cyber-intelligence and cyber-security regulation; contractual liability, specifically with respect to third party reliance on data analysis; the law of negligence; and agency law; in ethics: adverse effects of data collection on vulnerable populations; transparency and honesty in the cleaning, processing, and visualization of data; introduction of the machine equivalent of implicit bias in feature selection; and responsibilities when using data analysis as a tool to guide human decision-making.

LEARNING OUTCOMES

On successful completion of this course (i.e. by passing this course), you will be able to

1. Describe legal rules and regulatory obligations applicable to the use and practice of business analytics.
2. Describe a framework for relating traditional ethical values to challenges and opportunities created by business analytics.

3. Engage in structured legal and moral decision-making in the context of business analytics.
4. Appreciate the perspectives of multiple actors on controversies about privacy, manipulation, algorithmic bias, and adverse social impact.
5. Understand the ways that business analytics changes the dynamics of the relationships between business and its stakeholders, especially employees and customers.

TEXTS AND MATERIALS

- All texts will be distributed as pdfs through Canvas

COURSE OUTLINE

WEEK	Date	TOPICS
Part One: Ethical & Legal Analysis		
1	9/25	Introduction to Ethics, Law, and Digital Technological
2	10/2	Elements of Legal and Ethical Case Analysis
Part Two: Data Law & Ethics		
3	10/9	Law & Ethics in Data Collection and Surveillance
4	10/16	Law & Ethics in Data Control
5	10/23	Law & Ethics in Data Interpretation
Part Three: Ethics of Machine Learning		
6	10/30	Ethics of Prediction I
7	11/6	Ethics of Prediction II
8	11/13	Algorithmic Bias
9	11/20	Ethics of the Black Box I
10	12/4	Ethics of the Black Box II

EVALUATION AND GRADING

Assignment	Percentage
Professionalism	10%
Discussions	20%
Presentation	30%
Final Exam	40%

Point scale	Letter grade	Point scale	Letter grade
94% and higher	A	77% - 79%	C+
90% - 93%	A-	74% - 76%	C
87% - 89%	B+	70% - 73%	C-
84% - 86%	B		
80% - 83%	B-		

20% Online Discussions: Each week, I will post a question for discussion on the Canvas discussion board. You must contribute *five* posts by the deadline to get a full point. You must contribute a one-paragraph answer to the original question, and then make two responses to the contribution of a classmate, or comment on someone else's comment. You are not limited to two comments – that is the minimum. **Please read the instructions posted on Canvas.**

10% Professionalism: Professionalism is about whether you show up, when you show up, and how you show up. From SU's and Albers' perspective, how you represent our School and University as a future worker is extremely important. On the next page, I list some factors in the professionalism grade, but below I detail the attendance policy – the most important part of professionalism.

30% Final Exam: The final exam will be comprised of several open-ended essay questions, spanning the length of the course. The exact questions will all be given to you at least 3 weeks before the exam. That means you have plenty of time to research and plan your essays. However, during the exam, you will be only allowed pen and paper.

40% Presentation: As the largest part of your grade, preparation for the presentation will begin several weeks before the presentation is given. You will be in groups of roughly 5, and your presentation should be approximately 30 minutes. They are meant to be an in-depth look into a particular issue arising from business use of big data, which should involve technical elements as well as an extensive value analysis.

COURSE POLICIES

Attendance: There are no “excused” or “unexcused” absences in this class – only “avoidable” or “unavoidable.” All absences will result in a 1 point deduction from the final grade, although you have a chance to make up your absence if it was “unavoidable.” Examples of unavoidable absences are athletic absences, highly contagious illness, or extreme illnesses. I do not consider traffic, non-emergency illness, non-contagious illness, doctor appointments, club meetings, meeting for other classes, flight arrangements, travel in general, work, or any similar scheduling conflicts to be truly unavoidable.

If you think your absence was unavoidable, come talk to me after the next class or during a class break. If I agree that your absence was unavoidable, you will have the chance to write a one-page paper summarizing your understanding of the material from the day you missed. I will give you a specific Canvas page to look at and write about. You will have 2 weeks from the day of your missed class to submit that assignment. Do not email it to me or give me a hard copy – there is a place on Canvas to submit it under “Assignments,” “Make-Up.” **Even if your absence was unavoidable, failure to do a make-up assignment will result in a 2 point deduction from your final grade.**

Late work: You may turn in your weekly assignments (Online Discussions, Module Reflection Journals) by the Thursday midnight after they are due for a maximum of half credit. Late elements of other aspects of the course will be evaluated on a case by case basis.

Canvas: As indicated above, this course uses Canvas heavily and you will need constant access to this site. There is also a Canvas ‘app’ that you are encouraged to download. You will need to spend significant time on the Canvas site (or with the materials you download from Canvas) to be successful in this class.

Mp4: You will need to learn how to deliver a presentation (screen shot + your voice) and save and upload it as an mp4 file

Discipline: The first time you violate one of the classroom policies, I will send you a polite, firm, discreet email asking you to change your behavior. If the behavior does not change, I will have to involve the university in formal discipline. In my 14 years of teaching, I have had to take this first step several times. I am happy to report that I have never had to take the second step, and I would appreciate your cooperation in keeping my streak going.

Email: You must have an active Seattle University email account that you check at least once a day. I will frequently make announcements in the Canvas site which automatically notifies you via email.

Check Canvas preferences to make sure you receive the correct information promptly. For security reasons, you cannot use a non-SU account as a replacement for the account assigned to you. You are also responsible to make sure your inbox does not get full. I may not re-send documents to you that bounce back because your inbox is full. Check to make sure you send SU emails from your smartphone. You can also ‘message’ through Canvas or the Canvas app.

Academic Misconduct: Any acts of academic dishonesty will result in an automatic 0 on the assigned work and could result in expulsion from the class if the act of dishonesty is egregious. All

forms of academic dishonesty or misconduct are prohibited. Academic dishonesty includes any of the following: A) the use of the ideas or words of another as one's own for an academic assignment, B) cheating during an examination by copying from another student or by using information in the form of unauthorized aids, or C) submission as one's own work, an assignment, or a test, prepared by another.

Extra Credit: There is no extra credit of any kind available in this course. This means it is extremely important you stay on top of due dates and do your best the first time around.

Social Media: Seattle U does not have a social media policy, but my policy is that I am unavailable to current undergraduate students on social media. The only exception to this policy is LinkedIn – if I am not already in your professional network, please add me.

UNIVERSITY RESOURCES & POLICIES

ACADEMIC RESOURCES

- [Library and Learning Commons](#) - Research Services, Learning Assistance, Writing Center, Math Lab, Media Production Center
- [Academic Integrity](#)

ACADEMIC POLICIES

- [Academic Integrity](#)
- [Academic Grading Grievance Policy](#)
- **Support for Students with Disabilities**
If you have, or think you may have, a disability (including an “invisible disability” such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.
- **Notice Regarding Religious Accommodations**
It is the policy of Seattle University to reasonably accommodate students who, due to the observance of religious holidays, expect to be absent or endure a significant hardship during certain days of their academic course or program. Please see, [Policy on Religious Accommodations for Students](#).
- **Office of Institutional Equity**

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity by email: oiie@seattleu.edu or phone: (206) 296-2824.