

**HUMPHREYS UNIVERSITY**  
**MBA 394: DATA IN BUSINESS ENVIRONMENTS**  
**SECTION B**

**BUSINESS DEPARTMENT**  
**HYBRID COURSE**

**SPRING 2026**

**SYLLABUS (4 UNITS)**

**Class Location and Time:** Hybrid course with both online content and required attendance and participation at an on-ground weekend.

**Professor:** Arshad Khan, ME, MBA, Adjunct Professor

Telephone (Humphreys University): (408) 204-0211 (If you want a return call, please include your cell phone number. However, the fastest way to reach the instructor is by email.)

Office Location: Virtual

Email: [arshad.khan@humphreys.edu](mailto:arshad.khan@humphreys.edu)

**Office Hours:** A schedule of office hours is attached at the end of this syllabus.

**Course Description:** This course focuses on data as a business resource that is ultimately used to drive business decisions as they relate to operational efficiency, marketing insights, and strategic movements. The course may emphasize one or more data technologies and trends, including data warehousing, data mining, Big Data, and data ethics.

- *Note: If this course serves as a prerequisite to other courses in your program, a grade of C- or better is required to meet the prerequisite requirement.*

**Text:** Martin, K. (2022). *Ethics of Data and Analytics: Concepts and Cases*. CRC Press: Taylor & Francis Group, Boca Raton, FL.

**Prerequisites:**

- Full admission to the graduate program.

**Applicable Master of Business Administration Program Learning Outcomes (PLOs):**

- PLO 1: Develop a comprehensive understanding of core business functions and organizational theories to inform planning and decision making
- PLO 2: Analyze and apply business planning, accounting, and finance skills to practical business scenarios
- PLO 3: Expand knowledge of and exercise skills in marketing,

**MBA 394 Course Learning Outcomes (CLOs) and Link to PLOs:**

- social media, and other internet-driven technologies
- PLO 4: Evaluate a variety of data types to make astute operational business decisions
- CLO 1: Evaluate judgements that algorithms raise ethics concerns (PLO 4).
- CLO 2: Examine different perspectives about conscious and unconscious algorithmic bias (PLO 1, 2, 3, 4).
- CLO 3: Identify how algorithms are dependent upon judgments and/or assumptions (PLO 1, 4).
- CLO 4: Describe laws and regulatory obligations, in the U.S. and elsewhere, that apply to business algorithms (PLO 1).

**Class Policies/Plagiarism:**

- ✓ **Attendance and outside work:** As a result of changes in financial aid rules and for accreditation purposes, attendance is taken both for on-ground weekend and online course class weeks.

To receive attendance and/or participation credit for a week of session, students must 1) attend in person the entire on-ground weekend and timely participate and/or 2) “attend” online sessions by substantially participating in them (i.e., doing academically related activities).

Government guidelines set forth that students must spend a *minimum* amount of time for each course equal to 1) the number of hours equal to the units awarded for the course (i.e., 4 hours) plus 2) twice that amount in outside study (i.e., 8 hours).

*That means government regulations require you to spend at least 12 hours per week on coursework.*

For online sessions, attendance will be constructively “taken.” Students can be considered constructively “present” by meeting either of the following criteria: 1) Timely taking exams, 2) timely and properly posting writing projects, assignments, and/or Forum discussions, or 3) any other activity the university considers to be substantial participation by doing an *academically related activity*. Just logging onto the course module is not enough to be “present”; you must do an *academically related activity*.

Attendance will be turned in to the Registrar. “Nonattendance” could have negative consequences which potentially could affect financial aid status and standing with the university.

The instructor also potentially may use attendance and/or participation as a qualitative measure in determining the course grade when students are near borderlines between grade cutoff

points. Substantial nonattendance or nonparticipation could have a negative effect resulting in a lower grade.

✓ **Make-up/late coursework policy:**

**1. Projects and assignments:**

**a. All courses except MBA 392: Work Practicum:**

- i. Projects and assignments are due by the original due dates and times listed in Moodle. Please make sure that you note those dates and times. As a courtesy, students will be able to submit late projects and assignments until the **earliest (whichever occurs first)** of the below dates and times:

- 1. For projects and assignments with original due dates and times before 5:00 PM (Pacific Time), Friday of Week 10:**

- a. One week from the original due date and time, subject to a **20% penalty**. No credit will be given for any project or assignment submitted more than one week late.

- b. **4:59 PM (Pacific Time), Friday of Week 10.**

- 2. For projects and assignments with original due dates and times after 4:59 PM (Pacific Time), Friday of Week 10:**

- a. The original date and time the project or assignment is due. No credit will be given for any project or assignment submitted after the original due date and time.

**b. MBA 392: Work Practicum only:**

- i. MBA 392: Work Practicum projects and assignments will not be accepted late under any

circumstances. No credit will be given for any MBA 392 project or assignment submitted after the original due date and time.

## 2. Forum discussions:

- a. Forum discussions will not be accepted late under any circumstances. No credit will be given for any Forum discussion submitted after the original due date and time.

## 3. Quizzes and exams:

- a. Quizzes and exams must be submitted by the original due dates and times. Any submissions beyond the original due dates and times will not receive credit unless both approved by the instructor for documented cause and submitted by the **earliest (whichever occurs first)** of the below dates and times:

- i. **For quizzes and exams with original due dates and times before 5:00 PM (Pacific Time), Friday of Week 10:**

1. The date and time set by the instructor for submitting any late quiz or exam. No credit will be given for any quiz or exam submitted after the date and time approved by the instructor for submitting any late quiz or exam.
    2. One week from the original due date and time. No credit will be given for any quiz or exam submitted more than one week late.
    3. **4:59 PM (Pacific Time), Friday of Week 10.**

- ii. **For quizzes and exams with original due dates and times after 4:59 PM (Pacific Time), Friday of Week 10:**

1. The date and time set by the instructor for submitting any late quiz or exam. No credit will be given for any quiz or

exam submitted after the date and time approved by the instructor for submitting any late quiz or exam.

**2. 4:59 PM (Pacific Time), Friday of Week 11 (the end of final-exam week)**

**Students are encouraged to submit their coursework early.**

**University quarters end Fridays of Week 11 (the end of final-exam week). No Business Department coursework for any reason will be accepted after 4:59 PM (Pacific Time), Friday of Week 11 (the end of final exam week).**

✓ **Extra credit policy:**

- No extra credit is available for graduate-level courses.

✓ **Writing-across-the-curriculum policy:** The university and department have a “writing-across-the-curriculum policy.” The policy for this course will be extended to "communicating across the curriculum" using the teamwork-oriented "SWAT" method: Speaking (sometimes via online communication), Writing/Research, Analysis, Teamwork. In addition to the below grading percentages, students must demonstrate mastery of all of the "SWAT" areas to pass the course. The instructor reserves the right to assign group projects/online discussions where students work in research teams, similar to real-world work situations.

✓ **Cheating and plagiarism:** Cheating and plagiarism will not be tolerated. The following is the University plagiarism policy:

- *Plagiarism is not condoned or excused. Term papers, research reports, forum discussion postings/responses and essays are expected to be the individual work of the student. References, intellectual material and sources of information should be identified and accurately documented within the body of any written work.*

*Students found violating the Cheating and Plagiarism policy can be placed on probation, fail the course(s) and/or dismissed from Humphreys University.*

*When you submit a paper or discussion post, your material is checked by Turnitin and/or other plagiarism detecting software. If your score is 24% or less (blue or green color), there's no problem. If your score is more than 24%,*

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*then you must fix the issues and resubmit your paper on time. A paper or discussion post that is submitted with a score of more than 24% will likely receive a failing grade.*

- **Generative Artificial Intelligence (AI) policy: Humphreys University (Implementation: January 2, 2026):**

- Humphreys University recognizes that generative artificial intelligence (GenAI) tools can enhance innovation, productivity, and learning. However, the use of such tools must uphold academic integrity, intellectual property rights, and ethical standards. All members of the University community are expected to engage with AI technologies in ways that demonstrate honesty, accountability, and respect for privacy and ownership.
- **Prohibited Uses of AI: The following actions are expressly prohibited and constitute a violation of university policy:**
  - Entering or uploading any university-produced materials—including syllabi, instructor guides, assessment questions, templates, or feedback—into GenAI systems.
  - Using GenAI tools to complete quizzes, examinations, or other summative assessments unless explicitly authorized.
  - Inputting or sharing confidential information, including student records, grades, peer feedback, or faculty materials.
  - Submitting unedited or uncited AI-generated content as one’s own original work.
- **Business Department policy– Allowed (as described below)**

Other than the above expressly prohibited uses, GenAI tools may be used in this course as long as students do so honestly through proper documentation, citation, and acknowledgement.

To demonstrate honest use of these tools and the learning process, students must:

- Keep histories of GenAI chats and submit them when requested.
- Any use of AI tools must be properly cited. Citation formats will be specified by the instructor.
- Verify the accuracy and authenticity of GenAI information by consulting credible, original sources.

Plagiarized or falsified content—whether produced by a human or GenAI—will be treated as an honor code violation.

- **Accommodation policy:** The University has the following accommodation policy for students with documented learning or physical disabilities:

- *Humphreys University welcomes students with disabilities and is fully committed to complying with the laws regarding equal opportunity for all qualified students with disabilities and promoting the full participation of all qualified students in all aspects of campus life.*

*All students are expected to meet the academic standards as developed by the faculty. It is only through a student's voluntary disclosure of a documented disability or injury and a request for accommodation that Humphreys can support the student's needs.*

*A student who wishes to request an accommodation or modification must do so by completing the Request for Accommodation Form on the University web site (search for Accommodation Request). The student's dean will contact the student and request appropriate documentation, which will not be shared with others.*

*The dean (or designee) will communicate with the student to convey which, if any, accommodations or modifications would be most effective to help the student achieve academic success.*

*Before completing the Request for Accommodation Form, the student should read and follow the directions in the University catalog (available online); see the section titled Student Services to find more information about how to seek accommodation and the type of documentation that is required.*

This is proactive. If students feel they need accommodations, they need to request it from the university administration before taking exams or turning in assignments, not afterwards.

- If you believe you may need an accommodation, I encourage you to request it from the university.

- ✓ **Instructor-student communication via the module message board:** The instructor likely often will post announcements on the weekly message board of the module for this course. Make sure you look at the online module for this class daily to see if there are

any announcements from the instructor.

*There also are weekly opportunities in the Forum for students to discuss writing assignments and other course content.*

✓ **University e-mail recommendation:**

- *In recognition of the increased use of e-mail as a means of communication, Humphreys University provides an e-mail account to all students.*

*Therefore, when students are communicating with their advisor or any of their instructors, they should do so with the provided University e-mail.*

*All students are expected to check their University e-mail on a frequent and consistent basis in order to ensure that they are staying current with all academic-related communications.*

**Coursework  
Overview:**

- **Examinations/quizzes, assignments/papers/projects, oral presentations, and participation:** For exams/quizzes, assignments/papers/projects, oral presentations, and participation, students are responsible for the information contained in the textbook, any other reading materials, and instructor presentations/handouts.

Make sure you both read the textbook and understand handouts and other materials presented. The instructor may give out extensive handouts. However, for you to understand the content of this course, you must both read the textbook and write the information down yourself—do not just rely on the instructor writing information down for you.

Students will be held to writing standards likely to be required both to obtain and keep jobs.

- ❖ **Examinations:** Examinations will be given online, but are “in-class style” examinations—this means they are closed-book, closed-note, closed-materials, closed-everything examinations. The instructor follows a typical protocol of an average of one minute per question to answer objective multiple-choice and matching questions of the type contained in the exams.
- ❖ **Assignments/papers/projects:** Both major and smaller writing assignments/papers/projects, with instructions and

dates due, will be given separately from this syllabus. A significant portion of this course is of a “seminar” nature, with outside-class research and writing weeks, and potential oral presentations or their online equivalents.

❖ **Oral presentations and participation:** The instructor reserves the right to require oral presentations or their online equivalents. In addition, you can post items and participate in discussions via the Forum discussion portion of the module.

➤ **Grading policies and procedures:** Criteria for grading specific writing assignments/papers/projects will be pursuant to the writing rubric attached to this syllabus.

Final grades in this course will be based on weighted averages as set forth below in the section entitled, “Grading and Assessment.” Similarly, the below section, “Grading Scale,” lists the correlation between percentages and letter grades.

➤ **Alignment of assignments and other course activities to Course Learning Outcomes (CLOs):** The weekly “Proposed Schedule” below lists the respective CLO(s) that relate to assignments and other course activities.

#### **University Support Services:**

➤ **Library and Learning Center:** The Humphreys University Library and Learning Center presents seminars on topics that may be helpful to perform well in this course. It also provides tutors. Please refer to the flyers listing those seminars and tutors.

○ Student referrals to University support services are available.

➤ **Computer laboratories:** The University provides computer labs for students. If students have problems using off-campus computers in online components of courses, it is a student’s responsibility, not the University’s, to be able to access online components of courses.

#### **Writing Projects:**

Both major and smaller writing assignments and class projects will be given separately from this syllabus. As set forth above, they will be graded according to the writing rubric attached to this syllabus.

**Grading:**

<b>Course Components</b>	<b>Weighted % of Course Grade</b>
Discussions	25%
Presentation: Slides	5%
Presentation: Video	10%
Assignments	45%
Exams	10%
On-Ground Weekend Participation	5%
<b>TOTAL</b>	<b>100%</b>

<b>Grading Scale:</b>	A	90% +
	B	80% . . . 89.99%
	C	70% . . . 79.99%
	D	60% . . . 69.99%
	F	< 60%

- The instructor potentially will use attendance and/or participation as qualitative measures in determining the course grade when a student is near a borderline between grade cutoff points. Nonattendance and/or nonparticipation could have a negative effect resulting in the lower grade.

**Reservation of Rights:** The instructor reserves the right to make changes, additions, and substitutions to this syllabus.

**Withdraws/Drops:** The University has the following policy regarding student withdrawals and drops:

- *The instructor does not have the authority to drop you from a class or classes. It is your responsibility to withdraw from this or other courses, if necessary, according to the Withdraw from Course Policy as described in the Humphreys University Catalog. Non-attendance does not constitute withdrawal.*

**Proposed Schedule:**

<u>Week</u>	<u>Start Date</u>	<u>Topics to Be Covered/Textbook Readings and Assignments Due/Exams</u>	<u>Course Learning Outcomes (CLOs)</u>
1	April 6, 2026	<ul style="list-style-type: none"><li>• READ: Chapter 1</li><li>• Watch: Video</li><li>• COMPLETE DISCUSSION/ FORUM BY POSTING BEFORE THURSDAY AT 11:59 PM PACIFIC)</li><li>• At the end of Week 1 there is an on-ground weekend students are required to attend</li></ul>	1, 2, 3
2	April 13, 2026	<ul style="list-style-type: none"><li>• READ: Chapter 2</li><li>• Watch: Video</li><li>• Paper: Case Study</li></ul>	1, 2, 3
3	April 20, 2026	<ul style="list-style-type: none"><li>• READ: Chapter 3</li><li>• Video: Watch</li><li>• Paper: Executive Summary</li></ul>	1, 2, 3
4	April 27, 2026	<ul style="list-style-type: none"><li>• READ: Chapter 4</li><li>• Video: Watch</li><li>• Paper: Infographic</li><li>• Exam 1</li></ul>	1, 2, 3, 4

5	May 4, 2026	<ul style="list-style-type: none"> <li>• READ: Chapters 5 and 6</li> <li>• Paper: Develop slides for Chapter 5 or 6 to be presented in week #8</li> </ul>	1, 2, 3, 4
6	May 11, 2026	<ul style="list-style-type: none"> <li>• READ: Chapter 7</li> <li>• Videos: Watch</li> <li>• Paper: Article review</li> </ul>	1, 2, 3, 4
7	May 18, 2026	<ul style="list-style-type: none"> <li>• READ: Chapter 8</li> <li>• Paper: Presentation</li> <li>• Video: Watch</li> <li>• Paper: Email</li> </ul>	1, 2, 3
8	May 25, 2026	<ul style="list-style-type: none"> <li>• Presentation: Upload 10 minutes plus presentation on previous slides</li> <li>• Exam 2</li> </ul>	1, 2, 3
9	Jun 1, 2026	<ul style="list-style-type: none"> <li>• READ: Chapter 9</li> <li>• Watch: Video</li> <li>• Homework: Blog</li> </ul>	1, 2, 3, 4
10	Jun 8, 2026	<ul style="list-style-type: none"> <li>• READ: Chapter 10</li> <li>• Videos: Watch</li> <li>• Paper: Safeguarding data</li> </ul>	1, 2, 3
11	Jun 15, 2026	<ul style="list-style-type: none"> <li>• Final Reflection (CLO, 1,2,3,4)</li> <li>• Exam 3</li> </ul>	1,2,3,4

## Writing Assignment Rubric (Sample)

<b>TOPIC</b>	<b>10%</b>		
Addresses the assignment thoughtfully and analytically, setting a challenging task.	90+		0
Addresses the assignment clearly and analytically, setting a meaningful task.	80		0
Addresses the assignment with some analysis.	70	70	7
Addresses the assignment inadequately.	60		0
Fails to address assignment. (Results in a failing grade for paper.)	50		0
<b>AUDIENCE</b>	<b>5%</b>		
Displays awareness of and purpose in communicating to an audience.	90+		0
Addresses audience needs and expectations.	80	80	4
Addresses most audience needs and expectations.	70		0
Shows insufficient audience awareness	60		0
Demonstrates a lack of audience awareness.	50		0
<b>IDEA</b>	<b>15%</b>		
Establishes a clearly focused controlling idea.	90+		0
Establishes a generally focused controlling idea.	80		0
Establishes a controlling idea.	70	70	10.5
Strays from the controlling idea, or the idea is unclear.	60		0
Lacks a controlling idea.	50		0
<b>ORGANIZATION</b>	<b>20%</b>		
Demonstrates coherent and rhetorically sophisticated organization; makes effective connections between ideas.	90+		0
Demonstrates clear and coherent organization.	80		0
Demonstrates adequate organization.	70	70	14
Displays formulaic, random, or confusing organization.	60		0
Lacks organization or organizes illogically.	50		0
<b>EVIDENCE</b>	<b>20%</b>		
Provides clear generalizations with specific detail, compelling support, and cogent analysis.	90+		0
Provides clear generalizations and effective support and analysis.	80		0
Provides support for and some analysis of generalizations.	70	70	14
Lacks generalizations, or provides generalizations with inadequate support or analysis.	60		0
Displays inability to generalize, analyze, or support ideas.	50		0
<b>SOURCES</b>	<b>10%</b>		
Cites relevant sources and evaluates their validity, effectively integrating them into text when appropriate.	90+	90	9
Cites relevant sources, effectively integrating them into text when appropriate.	80		0
Cites appropriate sources, adequately integrating them into text.	70		0
Fails to cite sources or cites and/or integrates them inappropriately	60		0
Fails to use outside sources or misuses the texts of others.	50		0
<b>ENGLISH</b>	<b>20%</b>		
Displays superior, consistent control of syntax, sentence variety, word choice, and conventions of Standard English.	90+		0
Displays consistent control of syntax, sentence variety, word choice, and conventions of Standard English.	80		0
Displays adequate control of syntax, sentence variety, word choice, and conventions of Standard English; errors do not slow the reader, impede understanding, or seriously undermine the authority of the writer.	70		0
Shows deficient control of syntax, word choice, and convention of Standard English; errors impede understanding.	60	60	12
Shows inadequate control of syntax, word choice, and convention of Standard English.	50		0

**70.50**

**100  
Possible**

**70.5  
Score**

**Humphreys University Library and Learning Center, Open Workshops**  
***HOW TO SUCCEED IN COLLEGE, SPRING 2026***  
**No Registration Necessary • Ask for Extra Credit**

***EFFECTIVELY NAVIGATING EBSCO DATABASES***

**Dr. Donna Roberts, Associate Dean, Thursday, April 23, 2026, at 5:15 p.m.,  
ONLINE IN MOODLE**

***PREPARING FOR MATH SUCCESS!***

**Professor Albert Castello, Math & Accounting Math Tutor, Thursday, May 7, 2026, at 5:15 p.m.,  
ONLINE IN MOODLE**

***HOW TO READ A TEXTBOOK EFFECTIVELY***

**Professor Julie Walker, Liberal Studies Department, Thursday, May 21, 2026, at 5:15 p.m.,  
ONLINE IN MOODLE**

***HOW TO READ A TEXTBOOK EFFECTIVELY***

**Dr. Donna Roberts, Associate Dean, Thursday, June 4, 2026, at 5:15 p.m.,  
ONLINE IN MOODLE**

**Presentations vary in length. Use the quick link on your Moodle Dashboard to access the “Library and Learning Center College Success Workshops.” Watch the entire video on the scheduled workshop date. You have until 11:55 p.m. that evening to view the video and upload the Extra Credit Form. For more information, call the Library and Learning Center at (209) 235-2907.**

Humphreys University Library & Learning Center  
**TUTORING SERVICES: Spring 2026**

**Jordan Joyner: English Grammar & Writing**

Monday 6:00 p.m. – 8:00 p.m.

Tuesday 6:00 p.m. – 8:00 p.m.

**\*Distance Tutoring with Zoom ONLY**

**Professor Albert Castello: Math & Accounting**

Tuesday 4:00 p.m. – 7:00 p.m.

Thursday 4:00 p.m. – 7:00 p.m.

**\*Distance Tutoring with Zoom ONLY**

**Dr. Donna Roberts: EBSCO Databases**

By Arrangement Only

Please Directly Email: [donna.roberts@humphreys.edu](mailto:donna.roberts@humphreys.edu)

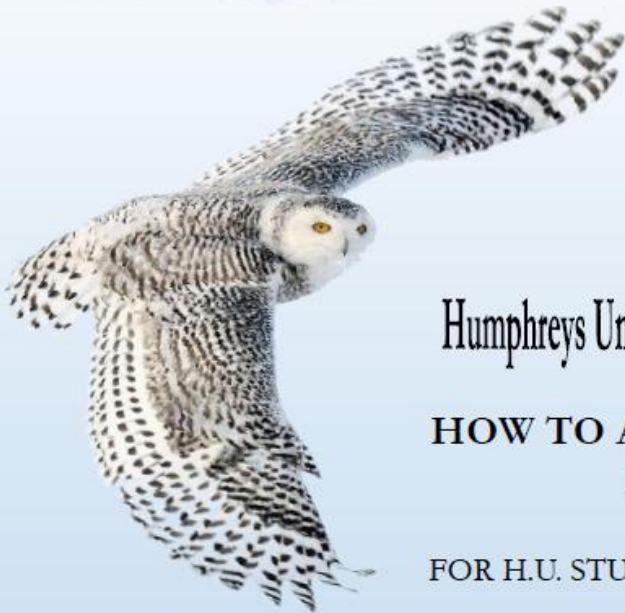
*Winter Library Hours: Monday-Thursday 5:30 p.m.-9:30 p.m.*

**TUTORING BY APPOINTMENT ONLY**

**TUTORING FORMATS AVAILABLE: PHONE, EMAIL, & ZOOM**

**TO MAKE AN APPOINTMENT, PLEASE CALL THE HUMPHREYS LIBRARY AND LEARNING CENTER  
AT (209) 235-2907**

When making the appointment, you must provide your name, cell number, date and time you wish to schedule the session, and the name of the tutor that you wish to see. The tutor will contact you by cell at the scheduled appointment time and go from there. If it is a remote appointment using Zoom, the tutor can walk you through the steps to download the easy to use software on your phone or electronic device.



## Humphreys University Library & Learning Center

### HOW TO ACCESS THE ONLINE DATABASES

FOR H.U. STUDENTS AND FACULTY ONLY

While **on campus**, go to [www.humphreys.edu](http://www.humphreys.edu) and select Student Support from the menu.  
Then select **Library and Learning Center**. Use the **Research Databases** links  
on the **Library and Learning Center** webpage.

Off campus users will be prompted to enter the University from a drop down menu followed by the log in credentials below before research can take place;  
once entered, all research options and functionality remains the same as on campus.

#### (1) EBSCO (ePERIODICALS AND eBOOKS)

Let's Find Your Institution: Humphreys University

Do not type your student email. Only use these log-in credentials below:

User ID: humphreys

Password: HU2026!

#### (2) WORLD TRADE DATABASES (GLOBAL ROAD WARRIOR AND A-TO-Z MAPS ONLINE)

For the Global Road Warrior remote login:

<https://www.humphreys.edu/student-support/library-and-learning-center/>

Select: Global Road Warrior

Library Card Number: worldtrade2008

For the A-To-Z Maps Online remote login:

<https://www.humphreys.edu/student-support/library-and-learning-center/>



Updated November 2025

Arshad Khan

OFFICE HOURS (WILL BE BY PHONE OR VIRTUALLY)

Monday	2:00 PM to 7:00 PM (phone or virtual)
Tuesday	2:00 PM to 4:00 PM (phone or virtual)
Wednesday	4:00 PM to 7:00 PM (phone or virtual)
Thursday	2:00 PM to 7:00 PM (phone or virtual)
Friday	4:00 PM to 6:00 PM (phone or virtual)

Note: Subject to change. Please email [Arshad.khan@humphreys.edu](mailto:Arshad.khan@humphreys.edu) for an appointment.