Applied AI for Business Certificate

Applied AI for Business Certificate

AI fluency is now a must-have complement for most industry roles. AI leadership isn't about code – it's about judgment, governance, and decision-making. This certificate equips undergraduates with non-technical competency, a strategic framework, and a judgment mindset to deploy, communicate with, and manage AI tools in business and life. Designed as a multidisciplinary, non-technical add-on sized for juniors/seniors in any business major, it mirrors top executive education programs. The program emphasizes conceptual literacy and hands-on experimentation with AI applications, and frames AI-skilling as a competitive advantage to keep students job-ready.

Students pursuing a Business Analytics major – AI emphasis may not complete this certificate.

Required:		
MGMT 2080	Introduction to Information Systems	3
MGMT 2038	AI Foundations for Business	3
MGMT 3138	Generative AI and Natural Language Processing for Business	3
PHIL/RELS 2070	Ethics in the Age of AI	3
Electives: Choose one of the following:		**3**
COMM 4001/5001	Communicating with AI	
STAT 1782	Data-Based Artificial Intelligence for All	
Total Hours		**15**

Related Programs

- Business Analytics B.A.
- Management B.A.