

A.I. ESSENTIALS FOR BUSINESS CERTIFICATE

Overview

The exponential growth of artificial intelligence is rapidly changing the way for-profit, non-profit, and public sector organizations operate. Klein (2023) argues it is imperative for educators to help students become informed consumers of artificial intelligence. “AI literacy is something that every student needs exposure to - not just those who are planning on a career in computer science” (para. 6). The A.I. Essentials for Business Certificate provides students with a basic understanding of how AI works, experiential activities that explore the technology, and opportunities to discuss ethical issues related to AI.

The *A.I. Essentials for Business Certificate* provides students from all academic programs with an interdisciplinary opportunity to learn about artificial intelligence in a variety of industries (e.g., healthcare, law enforcement, retail, manufacturing, human resources, agriculture, nonprofits, etc.). The certificate’s courses provide:

- A hands-on opportunity to work with artificial intelligence.
- Valuable insight into how AI improves individual and organizational performance.
- An efficient way for COB students to earn a certificate that provides them with a competitive advantage in the workforce.

Program Requirements

To earn the *A.I. Essentials for Business Certificate* students are required to complete 4 courses related to the strategic application of artificial intelligence.

Code	Title	Credits
BUAD 3393	Introduction to Artificial Intelligence	3
BCOM 3304	Bus Communication	3
BUAD 4303	Ethical Decisions Spcl Topics	3
Select one of the following:		3
CISA 4313	Programming for Data Analytics	
CISA 4332	Data Science and Analytics	
MGMT 4342	Training & Development	
MKTG 3342	Integrated Mktg Communication	
Total Credits		12