

Proposed MBA Concentration in Artificial Intelligence

Current MBA Concentrations: The College of Business MBA degree, housed in the Department of Management Programs, currently offers the following concentrations:

- Accounting
- Business Analytics
- Crisis and Disaster Management
- Entrepreneurial Management
- Finance
- Health Administration
- Hospitality and Tourism Management
- International Business
- Management Information Systems
- Marketing
- Operations Management
- Sport Management

Proposed Artificial Intelligence Concentration

Rationale: Organizations are increasingly integrating artificial intelligence strategies and tools to improve operational efficiency, enhance products and services, and automate routine tasks. There is high demand from MBA students for specialized AI expertise that enables them to deploy AI solutions across various industry verticals and business units.

The proposed concentration provides students with a comprehensive approach to adopting and deploying AI in organizational settings. This concentration will expand incrementally to include additional AI-focused courses as they are developed and approved through the academic review process. While ITOM will anchor this concentration, the Marketing, Finance, and Economics Departments have already created and designated domain specific courses for inclusion. Future expansion of course offerings is planned as other departments across the college develop additional graduate-level courses with AI focus.

Proposed Concentration Structure: The Artificial Intelligence Concentration: Students electing the Artificial Intelligence concentration complete the basic MBA core courses plus four specialized courses structured as follows:

Required Courses (2):

- ISM 6427C, Business Innovation with Artificial Intelligence
- ISM 6426, Managing Artificial Intelligence Product Development

Elective Courses (Select 2):

- ECO 6445, AI and Machine Learning for Economics and Business Decision Making (new course)
- FIN 6596, Machine Learning (ML) and Artificial Intelligence (AI) Applications in Finance (new course)
- MAR 6735, Digital Marketing
- **MAR 6746: AI and Marketing – A Behavioral Science Perspective**
- ISM 6404, Introduction to Business Analytics
- ISM 6555, Social Media and Web Analytics

New proposed concentration verbiage:

The Artificial Intelligence Concentration. Students electing Artificial Intelligence concentration will complete the basic MBA core courses plus four specialized courses. The concentration requires two mandatory courses: ISM 6427C, Business Innovation with Artificial Intelligence and ISM 6426, Managing Artificial Intelligence Product Development. Additionally, students must select two courses from the available electives, which include ECO 6445, AI and Machine Learning for Economics and Business Decision Making, FIN 6596, Machine Learning (ML) and Artificial Intelligence (AI) Applications in Finance, MAR 6735, Digital Marketing; **MAR 6746: AI and Marketing – A Behavioral Science Perspective**; ISM 6404, Introduction to Business Analytics; and ISM 6555, Social Media and Web Analytics.

Catalog Changes of the MBA Programs

=====The catalog verbiage is very long. Below, with changes in red font, the verbiage is provided for the Artificial Intelligence Concentration=====

Programs in Business Administration

Business Administration

Master of Business Administration (M.B.A.)

(Minimum of 43 credits required)

Concentrations:

Accounting

Artificial Intelligence

Business Analytics

Crisis and Disaster Management

Entrepreneurial Management

Finance

Health Administration

Hospitality and Tourism Management

International Business

Management Information Systems

Marketing

Operations Management

Sport Management

[Link to Executive M.B.A.](#)

[Link to Professional M.B.A.](#)

[Link to Crisis and Disaster Management Certificate](#)

[Link to Innovation Entrepreneurship Certificate](#)

The principal objective of the Master of Business Administration (M.B.A.) Program is to advance the quality of business management. The program provides advanced management education in an environment that encourages students to extend their leadership capabilities. It enables students to gain broad managerial skills and to develop specialized expertise in a business discipline that best suits their career aspirations. This program also available online.

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Concentrations

Concentrations are not required and may not be desirable for a student seeking a well-rounded, diverse skill set. For students who desire the depth of a concentration, all concentrations within the M.B.A. program consist of the basic core as listed above (31 credits) and concentration electives (12 credits). In order to receive certification in a concentration, all coursework must be completed with no grade less than a "B-" and an average of 3.0 for the 12 to 15 credits of the concentration. Students who do not elect a concentration will be granted a General M.B.A. Concentrations are not designated on a diploma, but they are noted on the transcript.

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Business Administration Master of Business Administration (M.B.A.) Executive Program

(Minimum of 40-46 credits required)

Concentrations:

Accounting

Artificial Intelligence

Business Analytics

Crisis and Disaster Management

Entrepreneurial Management

Finance

Health Administration

Hospitality and Tourism Management

International Business

Management Information Systems

Marketing

Operations Management

Sport Management

The Executive Master of Business Administration Program (Executive M.B.A.) was developed in response to a need for convenient, advanced executive education. The goal of the Executive M.B.A. Program is to prepare participating managers to assume leadership roles so that they and their companies can maximize investments in executive education. Many graduates will occupy senior management positions and provide leadership in an increasingly competitive business environment. The Executive M.B.A. is internationally accredited by The Association to Advance Collegiate Schools of Business International (AACSB).

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Business Administration Master of Business Administration (M.B.A.) Professional Program

(Minimum of 40-46 credits required)

Concentrations:

Accounting

Artificial Intelligence

Business Analytics

Crisis and Disaster Management

Entrepreneurial Management

Finance

Health Administration

Hospitality and Tourism Management

International Business

Management Information Systems

Marketing

Operations Management

Sport Management

The Professional Master of Business Administration Program (Professional M.B.A.) was developed in response to a need for convenient, advanced executive education. The goal of the Professional M.B.A. Program is to prepare participating managers to assume leadership roles so that they and their companies can maximize investments in executive education. Many graduates will occupy management positions and provide leadership in an increasingly competitive business environment. The Professional

M.B.A. is internationally accredited by The Association to Advance Collegiate Schools of Business International (AACSB).