Business Artificial Intelligence (Certificate)

Grant Glass

Fangfei Guo

Donnie Hale

Onkar Malgonde

Shawn Mankad

Bill Rand

Rishika Rishika

The Graduate Certificate in Business AI aims to equip students with the knowledge and skills needed to apply artificial intelligence in business decision-making and strategy. Students will develop expertise in AI-driven data analysis, machine learning applications, and the management of AI projects within organizational contexts. By completing this certificate, graduates will be prepared to leverage AI tools to enhance business operations, improve customer insights, and drive innovation. The proposed certificate is designed for professionals seeking to stay competitive in a rapidly evolving digital economy.

More Information

Business AI Certificate Webpage (https://poole.ncsu.edu/programs/graduate-certificates/business-ai-certificate/)

Admission Requirements

For admissions requirements, please visit the admissions website (https://poole.ncsu.edu/programs/graduate-certificates/certificate-admissions-and-tuition/).

Admission Requirements

- **Delivery Method**: On-Campus, Online, Hybrid
- **Entrance Exam**: None
- **Interview Required**: None

Application Deadlines

- **Fall**: May 15
- **Spring**: October 31

Plan Requirements

Code	Title	Hours
Required Course		**3**
ITAO 558	Artificial Intelligence in Management	
Electives		**9**
Select 9 credit hours from the courses listed below:		
ITAO 512	Business Analysis with SQL	
ITAO 552	Predictive Analytics for Business and Big Data	
ITAO 553	Data Engineering, Management and Warehousing	
ITAO 556	Communications, Privacy, and Ethics in Data Science	
ITAO 559	Business Analytics Practicum	
MKT 552	Marketing Analytics	
MKT 541	Digital Marketing	
MKT 553	Machine Learning and AI in Marketing	
MKT 558	CRM Analytics	
Total Hours		**12**

Faculty

Haroon Abbu