

# ARTIFICIAL INTELLIGENCE IN BUSINESS, CERTIFICATE

The Artificial Intelligence in Business certificate aims to introduce graduate students to the fundamentals of AI applications and the impact of AI on business functions, organizational structures, and strategies. The target audience includes master's program students at the Darla Moore School of Business (DMSB) and other schools within the University of South Carolina (USC). Students pursuing any graduate degree can add the 12-credit hour certificate to their program of study. The certificate will enhance the University's relevance, reach, and impact on the state's citizens by enhancing students' career opportunities and professional development. In addition, certificate holders will help businesses and other institutions implement AI applications in South Carolina and beyond. This should enhance their ability to effect the utilization of AI in business in our state and region. Additionally, it will help the DMSB fill a competitive gap in the curriculum and help advance its reputation as a leader in business education.

## Learning Outcomes

1. Understand AI tools and techniques for business applications
2. Understand AI and machine learning methodologies
3. Develop effective AI strategies for businesses
4. Perform AI-based data analysis
5. Build AI-based analytical decision-making skills
6. Develop predictive models using AI tools
7. Develop prescriptive models using AI tools
8. Develop machine learning applications for businesses
9. Recognize the lifecycle stages of data analytics and manage analytics projects
10. Analyze AI's impact on business strategies and practices

## Admissions

The Artificial Intelligence in Business Certificate will be open to all graduate students at USC (primarily graduate students in the Darla Moore School of Business).

Candidates who possess the following credentials may consider themselves competitive for admission to the Graduate Artificial Intelligence in Business Certificate.

- A bachelor's degree from an accredited college or university with a GPA of at least 3.0 on a 4.0 scale for all coursework completed beyond high school.
- A basic understanding of business concepts.
- A professional background in business, engineering, analytics, law, public health, or data science is beneficial but not required.
- For international applicants, a TOEFL score of 95 or higher, or an IELTS score of 7.0 or higher.

Each application is evaluated by the admissions committee, which makes an official recommendation to the Graduate School. The Graduate School makes the final decision and notifies the applicant of the decision.

## Degree Requirements (12 credit hours)

Students must complete the required core courses and any 2 elective courses from an approved list determined before the beginning of each

academic year by the Certificate Electives Approval Committee at the Darla Moore School of Business and published on the program website.

Course	Title	Credits
<b>Required Core Courses</b>		<b>6</b>
IBUS 741	From Algorithms to Strategies: Mastering Artificial Intelligence for Business <sup>1</sup>	
MGSC 896	Intelligent Information Systems Design for Business Decision Making <sup>1</sup>	
<b>Approved Elective Courses</b>		<b>6</b>
MKTG 722	Data Science for Business Decision Making	
MKTG 725	AI in Marketing <sup>1</sup>	
MGSC 770	Predictive Analytics using No-Code AI <sup>1</sup>	
FINA 589	Machine Learning and AI: Applications to Finance <sup>1</sup>	
Further approved elective courses will be available		

<sup>1</sup> Course available in PMBA/evening format