

# ARTIFICIAL INTELLIGENCE IN BUSINESS, CERTIFICATE

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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