

BACHELOR OF BUSINESS ADMINISTRATION ARTIFICIAL INTELLIGENCE



PROGRAM DESCRIPTION

Artificial Intelligence is transforming how organizations operate, compete, and create value. The Artificial Intelligence major concentration provides you with an in-depth understanding of how AI technologies can be applied within business environments to improve decision-making, efficiency, and innovation. You will learn how to evaluate AI tools, understand their capabilities and limitations, and apply them to solve real-world business problems across a variety of industries. A major concentration in Artificial Intelligence is designed to prepare you to effectively integrate and manage AI-driven solutions within organizational settings. The demand for professionals who understand how to apply AI in business contexts continues to grow rapidly, but they must be well-rounded. The program includes our Cleary Mind™ curriculum along with business and technology courses. Career opportunities across industries are expanding—from finance and healthcare to marketing and operations—as organizations seek professionals who can bridge the gap between emerging technologies and strategic business needs.

LEARNING OUTCOMES

- Analyze a complex computing problem and apply information technology principles and other relevant disciplines to identify solutions.
- Design, implement, and evaluate an information technology-based solution to meet a given set of requirements in the context of the program's discipline.
- Use systemic approaches to select, develop, apply, integrate, and administer secure information technologies to accomplish user goals.

Graduates with a Bachelor of Business Administration in Artificial Intelligence are prepared for careers such as:

- AI Business Analyst
- Business Intelligence Analyst
- Data Analyst
- AI Implementation Specialist
- Digital Transformation Analyst
- Product Analyst (AI-Enabled Products)
- Process Automation Specialist
- Technology Consultant
- Operations Analyst
- Decision Support Analyst
- AI Project Coordinator
- CRM / Marketing Analytics Specialist

THE EIGHT ATTRIBUTES OF THE CLEARY MIND™

The Cleary Mind™ defines who we are and sets us apart from other universities. Students, whether online or on campus, embrace its principles throughout their studies, shaping their approach to thinking, leading, and living. By graduation, they're not only job-ready but also excel as critical thinkers, problem solvers, communicators, and ethical leaders. Employers value Cleary graduates for exceeding expectations!



* The Key Attributes Employers Seek on Students' Resume, NACE Center, 11/30/17. The Top 10 Traits Employers Want in Business School Graduates, GoodCall, 8/17/18. College vs Business Training: What Do Employers Want?, Wharton, University of Pennsylvania, 2/11/16. 8 Essential Skills Every Employer Looks For In Recent Graduates, Inc 10/13/15. What Employers Really Look For in Recent College Graduates, USA Today, 7/22/15. What Employers Are Looking For When Hiring Recent College Grads, Forbes, 7/6/15. New College Grads: Who employers want to hire, CBS News Money Watch, 1/20/15. What Employers Want From MBAs This Year, Poets & Quants, 5/19/14. The 10 Skills Employers Most Want In 2015 Graduates, Rorbes, 11/12/14. What Employers Want, GraduateOpportunities.com



ARTIFICIAL INTELLIGENCE (AI) CURRICULUM PATHWAY - SINGLE MAJOR BACHELOR OF BUSINESS ADMINISTRATION

		COURSE	CATEGORY	CREDITS
YEAR ONE	FALL	ENG 1000 English Composition PHL 1200 Critical Thinking in an Illogical World BUS 1100 Introduction to Organizations (BUS 1000) TCM 1000 The Cleary Mind: Introduction to Human Behavior and Leadership MIS 1000 Applied Business Tools (1000/2000 level BBA Course) Total Credits	GE ENG/COM GE HUM BBA Core GE SS BBA Core	3 3 3 3 3 15
	SPRING	ENG 1100 Discourse and Delivery ECO 1000 Introduction to Macroeconomics COM 1400 Speech Communications QLR 1000 Data Foundations SCI 1500 The Science of Well-Being Total Credits	GE ENG/COM GE SS GE ENG/COM GE MTH GE NS	3 3 3 3 3 15
YEAR TWO	FALL	ECO 2000 Introduction to Microeconomics OPM 2000 Operations Management ACC 1000 Introduction to Financial Accounting ITS 1500 Introduction to Information Technology ELE Elective Course Total Credits	GE ELE SS BBA Core BBA Core Prog Core ELE	3 3 3 3 3 15
	SPRING	CIS 2100 Computer Operating Systems HRM 2800 Introduction to Human Resource Management ACC 2000 Introduction to Managerial Accounting NTR 2000 Nutrition for the Active Adult with Lab ITS 1710 Introduction to Data Structures CAR 1050 Navigating Academic and Life Challenges Total Credits	Prog Core BBA Core BBA Core GE NS Prog Core Prog Course	3 3 3 3 3 1 16
YEAR THREE	FALL	COM 3200 Organizational Communication in a Global Environment MGT 3400 Managing Projects and Processes in Organizations DMA 4200 Data Analysis in Business FIN 3000 Introduction to Corporate Finance (HUM 3250, BUS 4200, 3000/4000 level BBA Course) CIS 2450 Introduction to Networking and Communications Total Credits	BBA Core BBA Core BBA Core BBA Core Prog Core	3 3 3 3 3 15
	SPRING	BUS 3500 Strategic Management PHL 4010 Culture of Ethics (PHL 4900, PHL 2100) BUS 3000 Emerging Business Technologies (HUM 3250, BUS 4200, 3000/4000 level BBA Course) ITS 3065 Application and Integration of AI in Cybersecurity ELE Elective Course** Total Credits	BBA Core BBA Core BBA Core Major ELE	3 3 3 3 3 15
YEAR FOUR	FALL	MGT 4071 Organizational Behavior** LED 4010 Leadership Theories and Applications ITS 4331 AI APIs and System Integration ITS 3061 Application and Integration of AI in IT Management and Data Analytics CAR 3060 Navigating Future Career and Life Challenges OR CAR 3050 Navigating Future Career and Life Challenges AND ELE Elective Course Total Credits	BBA Core BBA Core Major Major Prog Course Prog Course ELE	3 3 3 3 2 1 1 14
	SPRING	LED 4900 Leadership Seminar ITS 4570 Strategic Organizational Use of AI ITS 4800 Advanced Topics in AI ELE Elective Course** ELE Elective Course** Total Credits	Prog Course Major Major ELE ELE	3 3 3 3 3 15
TOTAL CREDITS				120

**Up to four courses may be taken at the graduate level as part of the Cleary Advantage.