ARTIFICIAL INTELLIGENCE AND ANALYTICS FOR BUSINESS, UNDERGRADUATE CERTIFICATE

The Certificate in Artificial Intelligence and Analytics for Business is designed for business students who are interested in developing a solid understanding of a wide range of topics and techniques in AI and data analytics, and in gaining proficiency in applying those techniques to solve business problems.

The certificate will help students develop skills in AI programming, business intelligence, cloud computing, machine learning (ML), deep learning, predictive analytics, social media analytics, computer vision, generative AI, large language models, and other digital skills that are in high demand.

The certificate is designed for Lubar business majors as well as those with a bachelor's degree in business. Business majors who complete this certificate will gain a substantial competitive edge in pursuing professional career roles such as AI/ML analyst, AI/ML architect, business intelligence analyst, big data analyst, social media analyst, business analytics professional, and knowledge architect.

The certificate can be completed within one to three years, depending upon part-time or full-time enrollment status.

Credits and Courses

Code	Title	Credits
Choose five of the following courses:		15
BUS ADM 335	Introduction to Business Application Development	
BUS ADM 431	Introduction to Machine Learning for Business	
BUS ADM 435	Introduction to Artificial Intelligence for Business	
BUS ADM 437	Introduction to Social Media Analytics for Business	
BUS ADM 533	Introduction to Connected Systems for Business	
BUS ADM 536	Business Intelligence	
BUS ADM 439	Information Technology Management Professional Internship [1]	
BUS ADM 534	Information Technology Practicum [1]	
Total Credits		**15**

[1] Students may choose either BUS ADM 439 or BUS ADM 534 but not both.

Eligibility

- All UWM business undergraduate students seeking a bachelor's degree.
- Students who previously received a bachelor's degree in business from UWM or some other accredited college or university.

- Prerequisites: sophomore standing; a grade of C or better in BUS ADM 230(P) or BUS ADM 231(P), or equivalent.

Completion

Students must complete all coursework required for the certificate with at least a 2.5 GPA to have the certificate posted on the transcript at graduation. At least half of the credits required for the certificate must be taken in residence at UWM. No courses than 50% of each certificate's credits may double count towards BBA Core or Major requirements.

Artificial Intelligence and Analytics for Business Undergraduate Certificate Learning Outcomes

Students with a certificate in Artificial Intelligence and Analytics for Business will be able to:

- Articulate a solid understanding of a wide range of topics in AI and analytics.
- Develop knowledge of how AI and analytics solutions are delivered in the real world.
- Apply AI and analytics techniques to solve business problems.
- Identify appropriate AI/machine learning methods to apply in a given business context.
- Evaluate the performance of AI/machine learning models.