APPLIED ARTIFICIAL INTELLIGENCE FOR BUSINESS TRANSFORMATION

Graduate Program Head	Kevin Linderman
Program Code	AAIBT
Campus(es)	University Park
Degrees Conferred	Master of Artificial Intelligence (M.A.I.)
The Graduate Faculty	View (https://secure.gradsch.psu.edu/gpms/?searchType=fac&prog=AAIBT)

The Master of Applied Artificial Intelligence for Business Transformation program is designed to equip students with applied AI technical foundations, alongside the strategic business acumen to leverage these technologies for organizational change and innovation. Graduates will be able to bridge the gap between AI capabilities and business needs, driving digital transformation initiatives, optimizing processes, and creating data-driven strategies to give companies a competitive edge in the rapidly evolving AI-powered business landscape. With core course work in data analytics, prompt engineering, change management, teaming, industry-specific applications, models and platforms and AI integration across organizations. The core curriculum will focus on AI in business analytics, AI management, and workflow.

A solid foundation in AI applications and analytics, prompt engineering and organizational change inspired by AI, will make the target audiences more attractive for positions requiring knowledge, skill and experience in AI integration. These learning outcomes will be achieved by a combination of lectures by faculty, invited guest lecturers, reading of key literature, individual and team projects, and practical involvement in a culminating project.