

Applied Artificial Intelligence in Business, Major

Chairperson: Mark Barratt, Ph.D.

Department of Supply Chain and Systems Intelligence website (<https://www.marquette.edu/business/scsi/>)

The curriculum is built around applied learning and a comprehensive understanding of the application of Artificial Intelligence in Business (AIBU) and is further supported by internships. This program is designed to encourage: the ethical and responsible use of artificial intelligence (AI), critical thinking, analytics, problem solving, communication, business writing, technical knowledge, and skills needed for positions ranging from entry-level positions to leadership development programs. New curriculum additions include Generative AI, Machine Learning, Ethics, Governance and Responsible Use of AI.

Students majoring in Applied Artificial Intelligence in Business must pair this major with an additional primary major in the college.

Specific Applied Artificial Intelligence in Business Course Requirements:

| Code | Title | Hours |
|---|---|-----------|
| Upper Division Business Electives (courses completed in primary major) | | 15 |
| BUAD 2001 | Introduction to Applied Artificial Intelligence | 3 |
| Complete requirements of the Disruptive Tech or Machine Learning Focus | | 6 |
| Complete two of the following electives: | | 6 |
| FINA 4031 | Application of AI/ML in Finance and Beyond | |
| MARK 4065 | Data-Driven Marketing: Analytics, Insights and Applied AI | |
| OSCM 4065 | Artificial Intelligence in Supply Chain | |
| INSY 4180 | Ethics, Governance, and Responsible Use in AI | 3 |
| Total Credit Hours: | | 33 |

| Code | Title | Hours |
|---|---|-------|
| Choose one of the following focus areas: | | |
| Disruptive Tech | | |
| FINA 4075 | FinTech Foundations and Applications | 3 |
| AIM 4410 | Identifying, Building, Creating and Communicating FinTech Opportunities | 3 |
| Or | | |
| Machine Learning | | |
| BUAN 3065 | Leveraging AI with Predictive Analytics | 3 |
| BUAN 3066 | Harnessing the Decision-Making Power of AI with Prescriptive Analytics | 3 |

University Policies

- Academic Advising (<https://bulletin.marquette.edu/policies/academic-advising/>)
- Academic Censure - Undergraduate (<https://bulletin.marquette.edu/policies/academic-censure/undergraduate/>)
- Academic Integrity (<https://bulletin.marquette.edu/policies/academic-integrity/>)
- Academic Misconduct (<https://bulletin.marquette.edu/policies/academic-misconduct-policy/>)
- Academic Program Definitions (<https://bulletin.marquette.edu/policies/academic-programs-defined/>)
- Academic Standing (<https://bulletin.marquette.edu/policies/academic-standing/>)
- Accelerated Degree Programs (<https://bulletin.marquette.edu/policies/accelerated-degree-programs/>)
- Advanced Standing Credit - Undergraduate (<https://bulletin.marquette.edu/policies/advanced-standing-undergraduate/>)
- Attendance - Undergraduate (<https://bulletin.marquette.edu/policies/attendance/undergraduate/>)
- Audit - Undergraduate (<https://bulletin.marquette.edu/policies/audit/>)
- Awarding Diplomas and Certificates (<https://bulletin.marquette.edu/policies/awarding-diplomas-certificates/>)
- Background Checks, Drug Testing (<https://bulletin.marquette.edu/policies/background-checks-drug-testing/>)
- Class Rank (<https://bulletin.marquette.edu/policies/class-rank/>)
- Classification - Undergraduate (<https://bulletin.marquette.edu/policies/classification-undergraduate/>)
- Commencement (<https://bulletin.marquette.edu/policies/commencement/>)
- Conferral of Degrees and Certificates (<https://bulletin.marquette.edu/policies/conferral-degrees-certificates/>)
- Course Levels (<https://bulletin.marquette.edu/policies/course-levels/>)

- Credit Hour (<https://bulletin.marquette.edu/policies/credit/>)
- Credit Load - Undergraduate (<https://bulletin.marquette.edu/policies/credit-load/undergraduate/>)
- Examinations (Midterm and Final) - Undergraduate (<https://bulletin.marquette.edu/policies/examinations-midterm-final-undergraduate/>)
- Faculty Grading (<https://bulletin.marquette.edu/policies/faculty-grading/>)
- Family Education Rights and Privacy Act-FERPA (<https://bulletin.marquette.edu/policies/ferpa/>)
- Grade Appeals (<https://bulletin.marquette.edu/policies/grade-appeals/>)
- Grading System - Undergraduate and Health Science Professional (<https://bulletin.marquette.edu/policies/grading-system/undergraduate-healthscienceprofessional/>)
- Graduation - Undergraduate (<https://bulletin.marquette.edu/policies/graduation/undergraduate/>)
- Immunization and Tuberculosis Screening Requirements (<https://bulletin.marquette.edu/policies/immunization-and-tuberculosis-screening/>)
- Last Date of Attendance/Activity (<https://bulletin.marquette.edu/policies/last-dateof-attendance-activity/>)
- Major and Minor Declaration - Undergraduate (<https://bulletin.marquette.edu/policies/major-declaration/>)
- Medical Withdrawal (<https://bulletin.marquette.edu/policies/medical-withdrawal/>)
- Military Call to Active Duty or Training (<https://bulletin.marquette.edu/policies/militarycall-active-duty-training/>)
- Non-Degree Undergraduate Students (<https://bulletin.marquette.edu/policies/non-degree-undergraduate-students/>)
- Readmission - Undergraduate (<https://bulletin.marquette.edu/policies/readmission/>)
- Registration - Undergraduate (<https://bulletin.marquette.edu/policies/registration/undergraduate/>)
- Repeated Courses - Undergraduate (<https://bulletin.marquette.edu/policies/repeated-courses/undergraduate/>)
- Second Language Course Placement - Undergraduate (<https://bulletin.marquette.edu/policies/second-language-course-placement-undergraduate/>)
- Second/Additional Bachelor Degree (<https://bulletin.marquette.edu/policies/second-additional-bachelor-degree/>)
- Student Consumer Complaints (<https://bulletin.marquette.edu/policies/student-complaints/>)
- Student Data Use and Privacy (<https://bulletin.marquette.edu/policies/student-data-use-privacy/>)
- Study at Other Institutions - Undergraduate (<https://bulletin.marquette.edu/policies/study-institutions/>)
- Transcripts-Official (<https://bulletin.marquette.edu/policies/transcripts-official/>)
- Transfer (Internal) to Another Undergraduate College within the University (<https://bulletin.marquette.edu/policies/transfer-internal-another-undergraduate-college-within-university/>)
- Transfer Course Credit - Undergraduate (<https://bulletin.marquette.edu/policies/transfer-course-credit-policy/undergraduate/>)
- Withdrawal - Undergraduate (<https://bulletin.marquette.edu/policies/withdrawals/undergraduate/>)

College of Business Administration Policies

- Academic Dismissal/Probation/Academic Alert (CAA) (<https://bulletin.marquette.edu/business-administration/policies/dismissal-probation-alert/>)
- Academic Load (<https://bulletin.marquette.edu/business-administration/policies/academic-load/>)
- Accelerated Degree Program (ADP) (<https://bulletin.marquette.edu/business-administration/policies/accelerated-degree-program/>)
- Attendance (<https://bulletin.marquette.edu/business-administration/policies/attendance/>)
- CR/NC Option (<https://bulletin.marquette.edu/business-administration/policies/crnc-option/>)
- Declaration of Major (<https://bulletin.marquette.edu/business-administration/policies/declaration-major/>)
- Degrees Offered (<https://bulletin.marquette.edu/business-administration/policies/degrees-offered/>)
- Grade Appeals (<https://bulletin.marquette.edu/business-administration/policies/grade-appeals/>)
- Grade Minimums (<https://bulletin.marquette.edu/business-administration/policies/grade-minimums/>)
- Independent Study Courses (<https://bulletin.marquette.edu/business-administration/policies/independent-study-courses/>)
- Transfer Course Study Approval (<https://bulletin.marquette.edu/business-administration/policies/transfer-course-study-approval/>)
- Transfer Students (<https://bulletin.marquette.edu/business-administration/policies/transfer-students/>)