Artificial intelligence is a disruptive technology in the business realm with transformational impact. From detecting malware and preventing money laundering to automating insurance claims and optimizing inventory and improving product recommendations and more, AI will continue to necessitate changes in core business processes and models.

Within the past few years, machine learning, while not fully tapped in the business sphere, has become more effective and widely utilized. Tomorrow’s leaders and managers will need to integrate machine learning where appropriate, incorporating its capabilities with those of humans. The design and implementation of new combinations of technologies with human skills to meet customers’ needs will require critical thinking skills, creativity, and project planning.

Admission requirements

Prospective students may apply at any time by completing the Graduate Application for Admission found online at apply.mst.edu.

The graduate certificate program is open to all individuals holding a bachelor’s, master’s or Ph.D. degree in areas such as business, social sciences, technology, engineering, or related disciplines. Students must also have the required prerequisites for the courses in the program.

In order to receive a Graduate Certificate, the student must have an average graduate cumulative grade point of 3.0 or better on a 4.0 scale in the certificate courses taken. Students admitted only to the certificate program will have non-degree graduate status but will earn graduate credit for the courses they complete. Students will be given three years to complete the certificate as long as a B or better average is maintained in the courses taken.

If a student completes the four graduate certificate courses with a grade of B or better in each of the courses taken, the student will, upon application, be admitted to the Master of Business Administration or to the Master of Science in Information Science and Technology. The certificate courses taken by students admitted to the program will count toward the student’s MBA or M.S. degree.
REQUIRED CORE COURSES

BUS 5730 Machine Learning and Artificial Intelligence for Business
Explains various approaches to machine learning and artificial intelligence, along with their numerous applications in business. Describes some of the many technological approaches to business problems that are considered part of machine learning and artificial intelligence, such as neural networks and deep learning.

Prerequisites: IS&T 1750; or Graduate Standing, understanding of management information systems.

IS&T 5535 Machine Learning Algorithms and Applications
Introduces techniques of modern machine learning methods with applications in marketing, finance, and other business disciplines. Topics include regression, classification, resampling methods, model selection, regularization, decision trees, support vector machines, principal component analysis, and clustering. R programming is required.

Prerequisites: One of Stat 3111, Stat 3113, Stat 3115, Stat 3117; one of IS&T 1552, IS&T 1562, Comp Sci 1575; or Graduate Standing with knowledge of calculus, statistics, and programming.

ELECTIVE COURSES (CHOOSE TWO)

BUS 6723 Artificial Intelligence, Robotics, and Information Systems Management
The course, designed for business executives, covers management of information to revitalize business processes, improve business decision-making, embrace emerging and disruptive technologies, and gain competitive advantages. The course also covers implications of AI, automation, machine learning, and robotics on business and society. MBA core. (Co-listed with IS&T 6723)

Prerequisite: Graduate Standing.

IS&T 5445 Database Marketing
Intro to methods and concepts used in database marketing: 1) predictive modeling techniques (e.g., regression, decision trees, cluster analysis) and 2) standard processes for mapping business objectives to data mining goals to produce a deployable marketing model. Metrics like lifetime value of a customer and ROI will be covered.

Prerequisites: Statistics understanding, programming understanding, familiarity with spreadsheets.

IS&T 5450 Introduction to Information Visualization
Topics include: the visualization development framework, traditional presentations of data, human perception and aesthetics, colorspace theory, visualization algorithms and software, modern visualizations of large data sets. Application of R packages will be emphasized throughout.

Prerequisites: Statistics, Calculus, and Programming Knowledge.

IS&T 5520 Data Science and Machine Learning with Python
Examines data science methodologies for scraping, manipulating, transforming, cleaning, visualizing, summarizing, and modeling large-scale data as well as supervised and unsupervised machine learning algorithms applied in various business analytics and data science scenarios. Python libraries such as Pandas, NumPy, Matplotlib, and Scikit-learn are utilized.

Prerequisites: One of Stat 3111, Stat 3113, Stat 3115, or Stat 3117; one of IS&T 1552, IS&T 1562, Comp Sci 1575; for Graduate Students: knowledge of calculus, statistics, and programming.

IS&T 6443 Information Retrieval and Analysis
Covers the applications and theoretical foundations of organizing and analyzing information of textual resources. Topics include information storage and retrieval systems, web search engines, text mining, collaborative filtering, recommender systems. Students will also learn the techniques with the use of interactive tools such as SAS.

Prerequisite: ERP 5410 or statistics knowledge.

ERP 5410 Use of Business Intelligence
This course introduces data-oriented techniques for business intelligence. Topics include Business Intelligence architecture, Business Analytics, and Enterprise Reporting. SAP Business Information Warehouse, Business Objects, or similar tools will be used to access and present data, generate reports, and perform analysis.

Prerequisite: IS&T 1750 or equivalent.