

Wisconsin MBA Badge in Artificial Intelligence

Course Details

Foundations of AI in Business

Gen Bus 707

A comprehensive introduction to the foundational concepts and applications of artificial intelligence in today's business environment. Explore what AI is, how it works, and its growing impact on business, society, and daily life.

MODULE 1

What is Artificial Intelligence?

MODULE 2

Applied AI:
Unsupervised Learning

MODULE 3

Applied AI: Strategy

MODULE 4

Responsible AI and
the Future of AI

Key learnings

- Explain the basic principles of AI and machine learning
- Describe how AI systems learn, process data, and make decisions
- Discuss the use of AI in various business fields and the resulting disruptions
- Articulate ethical considerations and challenges surrounding AI
- Apply AI tools in personal and professional settings to solve problems, meet user needs, and identify opportunities in business

Past guest speakers

- Head of consumer modeling, Wells Fargo
- AI market researcher director, Microsoft
- Senior director of AI innovation & development, FICO
- Chief operating officer, EnsoData

Past projects

- Zero-to-MVP technical sprint
- Build a decision agent application
- Build a custom chatbot
- Group project presentations

Past reading

- *The Economics of Artificial Intelligence* by Ajay Agrawal
- *Your Brain on ChatGPT: Accumulation of Cognitive Debt when Using and AI Assistant for Essay Writing Task*



Taught by **Katie Gaertner, Business Analytics Lecturer**

A key player in the school integrating AI into existing curriculum and creating new AI courses, Katie Gaertner encourages students to experiment in the classroom. In her courses, students apply what they're learning to real-world simulations and challenges. She has extensive experience in data analysis, data science, and cloud computing.

AI and the Enterprise

Gen Bus 708

A deep dive into the strategic, operational, organizational, and cultural implications of applying artificial intelligence to today's business enterprise. Addresses the key dynamics required for individuals to provide leadership in AI within their organizations.

MODULE 1

The State of AI

MODULE 2

AI and Business Strategy

MODULE 3

Deploying AI
AI and the Organization

MODULE 4

The Paradoxes of AI

Key learnings

- Evaluate how AI investments create competitive advantage
- Evaluate how agentic AI is changing core business functions such as customer engagement, operations, and enterprise support
- Plan the deployment of an AI initiative, including use-case fit, data and process readiness, and sequencing
- Assess AI's implications for organizational design, culture, and change management
- Design an AI governance approach that balances innovation with risk, cost, and accountability

Past guest speakers

- Chief accounting officer, Medtronic
- Partner, Bain
- Vice president, Kimberly-Clark
- CEO, JazzX AI
- Director of strategic planning, Switch

Past projects

- Build your personal AI agent
- AI strategy for your company

Past reading

- *Stratechery: AI's Uneven Arrival* by Ben Thompson
- *AI Eats the World* by Ben Evans
- *Gen AI Fast-Tracks Into the Enterprise* from The Wharton School
- *Noahpinion: I love AI. Why doesn't everyone?* by Noah Smith



Taught by Matt Seitz, AI Hub for Business Director

A recognized thought leader in AI, data analytics, and digital transformation, Matt Seitz brings more than 30 years of experience helping organizations use technology to solve challenges. At WSB, he leads initiatives to advance AI research, foster industry partnerships, and prepare students for AI leadership roles. His previous experience includes technology leadership roles at Google, McDonald's, and Abbott Laboratories.

AI and the Future of Management

Gen Bus 709

A comprehensive exploration of artificial intelligence and its profound implications for modern management, business strategy, innovations, and the future of work. Focuses on the AI-driven fundamental transformation of all aspects of business and management, including organizational structures, leadership, competition, governance, and decision-making.

MODULE 1

AI and the Future of Strategy

MODULE 2

AI and the Future of Risk

MODULE 3

AI and the Future of Governance

MODULE 4

AI and the Future of Innovation

MODULE 5

AI and the Future of Enterprise

MODULE 6

AI and the Future of Your Career

Key learnings

- Develop insights on the role of leaders in AI-driven organizational transformations
- Describe the nature of future innovations driven by AI in various industries
- Describe the evolving economics of AI and competitive consequences
- Articulate how to compete with and against AI
- Demonstrate a deep understanding of reimagined management practices in future of work and algorithmic management
- Develop prescient insights on future advances in AI such as quantum computing and artificial general intelligence

Past guest speakers

- Quantum algorithm engineer, IBM

Past projects

- Multi-agent autonomous system build

Past reading

- *Google Quantum Computing* from Harvard Business School
- *Does Facial Recognition Tech Enhance Security?* from Harvard Business School
- *Leading in a World Where AI Wields Power of Its Own* from Harvard Business Review
- *Volkswagen Group: Embracing the Era of Generative AI* from Ivey Publishing



Taught by Min-Seok Pang, Information Systems and Analytics Professor, Karen A. and William S. Monfre Professor in Business

Min-Seok Pang is a teacher who publishes award-winning research in top-tier academic journals and is frequently featured in media outlets. His research interests include cybersecurity management, strategic management of information technologies, and technology-enabled public policies.