BROAD
COLLEGE of BUSINESS



AI & Business Analytics

msuonline.com | 855-300-1310 | Intl. +813-612-4295

TABLE OF

CONTENTS

About Michigan State University 3

About Eli Broad College of Business 4

How Does It Work? 5

AI & Business Analytics Certificates 6

Course Descriptions 7

Certificate Program Tuition 9

Financial Assistance 11

THE HISTORY OF

Michigan State University

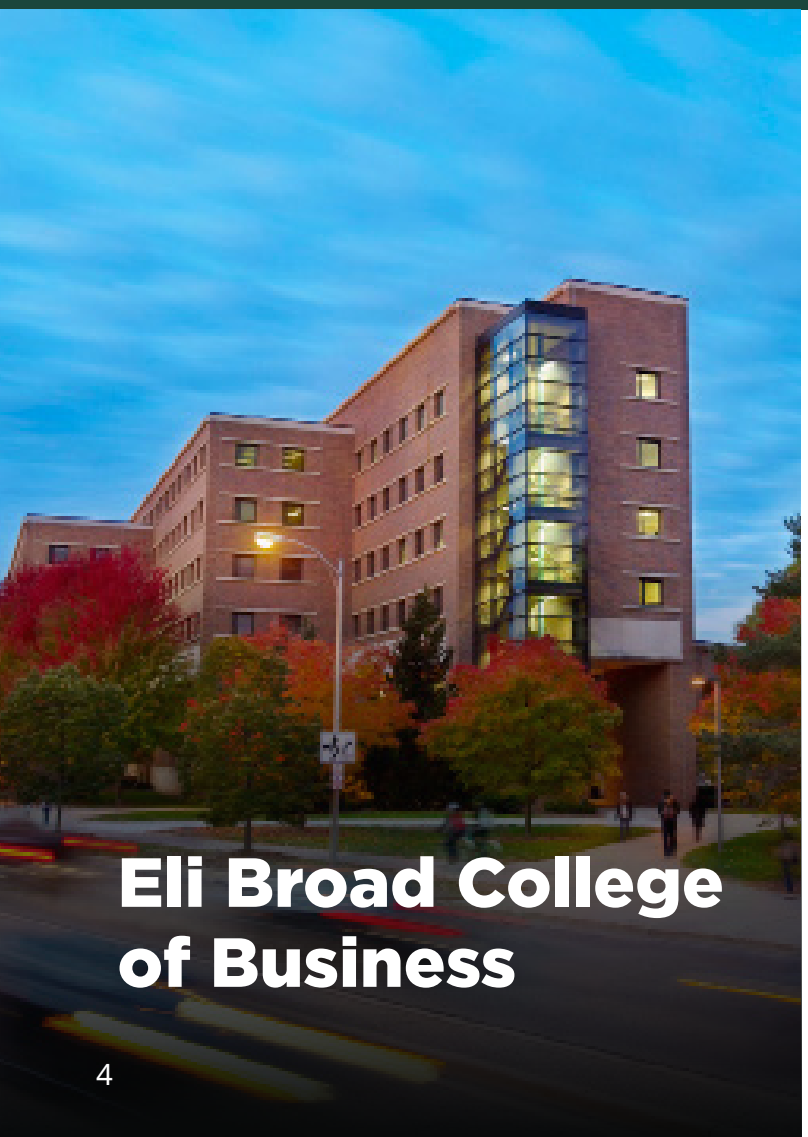
Founded in 1855 on the ideals of democratization of knowledge and empowering people through education, Michigan State is an inclusive, internationally recognized university with a mission of advancing knowledge and transforming lives. MSU is the nation's pioneer land-grant university. Today, this world-class university is adapting its traditional principles to 21st century challenges. MSU's success traces back to its mission and core values: quality, inclusiveness and connectivity. These interconnected values are what set the university apart. Its commitment to inclusion embraces opportunities for everyone ensuring that individuals from ordinary backgrounds with extraordinary talents and determination can transform their lives with advanced education.



Our Mission

As a public, research-intensive, land-grant university funded in part by the state of Michigan, our mission is to advance knowledge and transform lives by:

- Providing outstanding undergraduate, graduate, and professional education to promising, qualified students in order to prepare them to contribute fully to society as globally engaged citizen leaders
- Conducting research of the highest caliber that seeks to answer questions and create solutions in order to expand human understanding and make a positive difference, both locally and globally
- Advancing outreach, engagement, and economic development activities that are innovative, research-driven, and lead to a better quality of life for individuals and communities, at home and around the world



Eli Broad College of Business

Vision

To be a top-of-mind business school as reflected by the recognition of our brand, the reputation of our people, and the rankings of our programs.

Mission

We create and disseminate knowledge through collaborative relationships while developing transformational leaders who make business happen.

Venture Philanthropist

Eli Broad was committed to business education at Michigan State University. Mr. Broad was a renowned business leader who built two Fortune 500 companies from the ground up over a five-decade career in business. He founded both SunAmerica Inc. and KB Home (formerly Kaufman and Broad Home Corporation).

How Does it Work?

Our faculty work with learning design experts to combine the rigor of the on-campus curriculum with the interactivity of online learning in every program. In our user-friendly learning platforms, each course is designed to maximize interaction and collaboration with classmates and instructors.



Live, Instructor-Led Sessions

Learn directly from faculty and industry professionals in live, instructor-led sessions delivered via online video. Engage in real time with questions, discussion, and immediate feedback as you work through course material alongside your instructor.



Interactive Learning Material

In addition to live instruction, classes feature interactive content such as engaging presentations, quizzes, infographics, podcasts and more, curated by your instructor to immerse you in a multimedia learning environment. Our variety of instructional content is designed to engage different learning styles, whether you prefer reading presentations or listening to lectures.



Classroom Interaction

Discussion boards, group study, chat rooms, live lectures and direct instructor email access provide many ways to connect with your classmates and faculty throughout the course. Build connections all over the world through group projects and learn from the different perspectives of professionals in your field, guided by expert instructors every step of the way.



Cohort-Based Schedule

Join a structured course schedule with scheduled live sessions and instructor-set deadlines, while still accessing supporting materials online from your computer, tablet, or mobile device between sessions.



Uncover Deeper Meaning in Data and AI

Build analytics, AI, and decision-making skills to turn complex information into smarter business outcomes. With four certificate tracks to choose from, you can align your business analytics focus with your professional goals and organizational needs. Led by a diverse team of MSU faculty, the Business Analytics Certificate programs take a multidisciplinary approach, utilizing expansive industry case studies and the latest in real-world examples to help you gain a wider view of your data and its business applications.

Professional Certificate in Business Analytics and Applied AI

Develop the leadership fluency and analytical confidence to interpret data, evaluate AI-generated insights, and drive smarter decisions across any business function. This three-course certificate track is designed for working professionals who need to lead through AI-driven change — no coding experience required.

Courses:

- Leading in the Age of AI and Machine Learning
- Strategic Leadership in the Era of AI and Advanced Machine Learning
- **Choice of:** Applying Business Analytics – Using AI Techniques and Data Visualization or Mastering Data-Driven Management and Decision Making.

3 Courses | 16 Weeks

Professional Certificate in Implementing AI Management and Leadership

Build the skills to guide your team through AI-driven change, make confident decisions, and sustain performance when the roadmap keeps shifting. This two-course certificate track is built for managers who need to act now.

Courses:

- Leading in the Age of AI and Machine Learning
- Strategic Leadership in the Era of AI and Advanced Machine Learning

2 Courses | 8 Weeks

Master Certificate in Business Analytics and Applied AI

Master the full spectrum of analytics and AI leadership — from interpreting machine learning outputs and evaluating generative AI to applying hands-on analytics techniques across every business function. This four-course certificate track integrates business management, data analysis, and AI strategy for professionals seeking a comprehensive, future-focused approach to analytics. You'll work with tools including Excel and Power BI.

Courses:

- Leading in the Age of AI and Machine Learning
- Strategic Leadership in the Era of AI and Advanced Machine Learning
- Mastering Data-Driven Management and Decision Making
- Applying Business Analytics – Using AI Techniques and Data Visualization

4 Courses | 24 Weeks

Master Certificate in AI-Enabled Leadership & Business Transformation

Build the transformational leadership skills, AI management fluency, and strategic thinking to inspire change and reshape how your organization competes. This five-course certificate track is designed for leaders who are ready to drive organization-wide transformation in an AI-driven world.

Courses:

- Leading in the Age of AI and Machine Learning
- Strategic Leadership in the Era of AI and Advanced Machine Learning
- Developing Strategic Business Models
- Transformational and Visionary Leadership
- Developing a Creative Mindset

5 Courses | 40 Weeks

AI & Business Analytics Courses



Diversify your knowledge and target your skills in strategic data management, business analytics, and AI-driven decision-making with MSU's flexible, online Business Analytics Certificate programs. Led by a diverse team of MSU faculty, the Business Analytics Certificates take a multidisciplinary approach, utilizing expansive industry case studies and the latest in real-world examples to help you gain a wider view of your data and its business applications. With four certificate tracks to choose from, you can align your business analytics focus with your professional goals and organizational needs.

Leading in the Age of AI and Machine Learning

In this four-week, instructor-led course, you'll explore how AI and machine learning are reshaping the modern business landscape and what that means for you as a leader. Designed for non-technical managers, this course builds the confidence and adaptability you need to lead teams through AI-driven change and to foster a culture that embraces it, with guidance from expert faculty throughout.

What You'll Learn:

- How AI and machine learning are transforming business operations and decision-making
- Ways to lead teams through AI-driven change with confidence and adaptability
- Strategies for building a culture that embraces emerging technologies
- How to evaluate AI tools and their implications for your organization
- Frameworks for managing resistance to change in an AI-enabled workplace
- The role of the manager in shaping AI adoption and long-term team performance

Strategic Leadership in the Era of AI and Advanced Machine Learning

This four-week, instructor-led course is built for managers and functional leaders who need to move beyond awareness and into action. Guided by expert faculty, you'll develop a strategic framework for evaluating AI opportunities, overcoming organizational resistance, and driving adoption that delivers lasting results across your teams and business functions.

What You'll Learn:

- How to evaluate AI and advanced machine learning opportunities within your organization
- Strategies for overcoming resistance and driving sustainable AI adoption
- Ways to align AI initiatives with broader business strategy and goals
- Techniques for measuring the impact of AI-driven change on team performance
- How to communicate AI strategy effectively to stakeholders at every level
- Frameworks for leading innovation and transformation in a rapidly evolving landscape

Mastering Data-Driven Management and Decision Making

This eight-week, instructor-led course helps professionals move from instinct-based decisions to evidence-based leadership. With direct guidance from faculty, you'll learn to interpret data, critically evaluate AI-generated insights, and apply structured decision-making frameworks to real-world leadership challenges, building the analytical confidence to act with clarity and conviction.

What You'll Learn:

- How to interpret and critically evaluate data in a business leadership context
- Ways to assess and act on AI-generated insights with confidence
- Structured frameworks for making stronger decisions under uncertainty
- How to apply data-driven thinking across functional areas including finance, HR, and operations
- Techniques for communicating data-informed decisions to teams and executive stakeholders
- The ethical considerations of data use and AI-assisted decision-making in organizations

Applying Business Analytics – Using AI Techniques and Data Visualization

In this eight-week, instructor-led course, you'll develop hands-on proficiency in evaluating AI-assisted analysis, interpreting complex data sets, and communicating insights through clear, compelling visualizations. Working closely with faculty and using tools including Excel and Power BI, you'll learn to turn raw information into actionable business intelligence that drives results across any function.

What You'll Learn:

- How to evaluate and apply AI-assisted analytical techniques in a business context
- Data visualization best practices for communicating insights to diverse audiences
- How to use Excel and Power BI to analyze and present business data
- Techniques for interpreting complex data sets and identifying meaningful patterns
- Ways to apply analytics across key business functions including marketing, operations, and finance
- How to build data-driven narratives that influence strategy and decision-making

Certificate Program Tuition

Complete the courses in your chosen track and earn either a Professional or Master Certificate in Business Analytics. Earning a certificate demonstrates your commitment to mastering key skills in analytics and AI leadership and illustrates your dedication to advancing your professional knowledge.

PROGRAM	FEE PER COURSE	PROGRAM PACKAGE TOTAL
Master Certificate in Business Analytics and Applied AI • Leading in the Age of AI and Machine Learning • Strategic Leadership in the Era of AI and Advanced Machine Learning • Mastering Data-Driven Management and Decision Making • Applying Business Analytics – Using AI Techniques and Data Visualization	$1,150 to $2,300	$6,348
Master Certificate in AI-Enabled Leadership & Business Transformation • Leading in the Age of AI and Machine Learning • Strategic Leadership in the Era of AI and Advanced Machine Learning • Choice of: Mastering Data-Driven Management and Decision Making or Applying Business Analytics – Using AI Techniques and Data Visualization	$1,150	$5,000
Professional Certificate in Business Analytics and Applied AI • Leading in the Age of AI and Machine Learning • Strategic Leadership in the Era of AI and Advanced Machine Learning • Choice of: Mastering Data-Driven Management and Decision Making or Applying Business Analytics – Using AI Techniques and Data Visualization	$1,150 to $2,300	$4,278
Professional Certificate in Implementing AI Management and Leadership • Leading in the Age of AI and Machine Learning • Strategic Leadership in the Era of AI and Advanced Machine Learning	$1,150	$2,000

*Sign up for all three courses in this program and receive a special tuition rate of $6,845, a savings of $595 on the regular tuition price of $7,440 for all three courses individually.

**Sign up for both courses in this program and receive a special tuition rate of $4,613, a savings of $347, on the regular tuition price of $4,960 for both courses individually.

Savings and Assistance Available



NON-CREDIT CERTIFICATES

Corporate and Military Tuition Assistance

Corporate tuition assistance is paid by your employer. You will need to provide appropriate forms for processing, prior to enrollment. Air Force tuition assistance is available for activeduty service members. You will need to provide a valid military tuition assistance voucher. Both TA options are subject to employer benefit policies.

Exclusive Military Savings

Active U.S. military servicemembers, Reservists, Guardsmen, veterans, spouses and dependents are eligible for special savings of Active U.S. military servicemembers, Reservists, Guardsmen, veterans, spouses and dependents are eligible for special savings of up to 15% off individual course prices.

Reductions are valid off the standard tuition and program fee rate of any degree or certificate offered through Bisk Education. This reduction is not stackable with other reductions, and you may not use this reduction in conjunction with other reductions. Please call for more Information.

Information is subject to change without notice or obligation. GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government website at www.benefits.va.gov/gibill

*Maximum yearly loan award amounts are up to the amount listed above. Receipt of financial aid is not a guarantee and is dependent on the individual financial needs of the student. For more information please visit www.studentaid.ed.gov



msuonline.com
855-300-1310 Intl.
+813-612-4295

Powered by Bisk, on behalf of Michigan State University, ©2026 Bisk. Company, products and service names may be trademarks of their respective owners.

v090226