

# AI FOR BUSINESS DECISION-MAKING: MICRO CREDENTIAL

The AI for Business Decision-Making micro-credential is a graduate-level, three-course program designed to equip learners with the foundational and applied knowledge necessary to understand and implement artificial intelligence in business contexts. Fully aligned with SUNY Micro-Credential Guidelines, the credential features a high-quality, faculty-approved curriculum that is competencybased, industry-aligned, and stackable into SUNY Empire's M.S. in Applied Analytics and MBA in Business Analytics programs. Delivered fully online or in a hybrid format over one to two semesters, the curriculum includes APAN 6015 – Data Models and Structured Analysis; APAN 6020 – Data Mining & Machine Learning for AI; and MGMT 6095 – E-Commerce Marketing Strategies. These courses cover structured data analysis, machine learning, predictive analytics, and AI-driven marketing strategies.

Learners will engage in project-based assessments, performance tasks, and knowledge checks that mirror real-world business challenges. Upon successful completion, participants will be able to apply AI to business problem-solving, leverage data to inform strategic decisions, evaluate ethical and operational considerations of AI adoption, and communicate data-driven insights across organizational roles. The credential is transcript-noted and designed for working professionals, business leaders, graduate students, entrepreneurs, and consultants seeking to develop or expand their expertise in AI applications within business environments. It responds to labor market demands identified by the Bureau of Labor Statistics, the World Economic Forum, and regional data sources, positioning it as a relevant and practical credential for those navigating today's data-centric professional landscape.

The required courses and suggested sequence are as follows:

Code	Title	Credits
APAN 6015	Data Models and Structured Analysis	3
APAN 6020	Data Mining & Machine Learning for AI	3
MGMT 6095	E-Commerce Marketing Strategies	3
<b>Total Credits</b>		<b>9</b>

**Upon successful completion of this program, students should be able to:**

- Apply artificial intelligence to solve real-world business problems.
- Leverage structured data analysis to inform strategic business decision-making.
- Understand the practical applications and limitations of AI tools in organizational settings.
- Communicate AI-driven insights effectively to both technical and non-technical stakeholders.
- Evaluate the ethical and strategic considerations of adopting AI in business contexts.