ADVANCED AI FOR ECONOMIC AND BUSINESS ANALYSIS: MICRO CREDENTIAL

This program will begin Spring 2025.

This micro-credential provides students with advanced generative artificial intelligence (AI)- driven insights into the global economy. Through hands-on, experiential learning, students will gain the knowledge and tools to understand and navigate the complexities of international economy, emphasizing the impact and opportunities for local businesses. The micro-credential will certify practical skills in using Custom GPTs (generative pre-trained transformers), an advanced form of generative AI, to make informed decisions and strategies in the global market, enabling students to acquire cutting-edge skills at the forefront of AI applications in business.

Program Details

The micro-credential is embedded in the following course:

ECON 3006 AI-Driven Strategies for Local Businesses in the Global Economy, liberal, advanced level, 4 credits

The course can be taken as a standalone or an advanced-level elective in any Bachelor's (Associate) degree or certificate program at the University. In the future, the same micro-credential may be embedded in other courses.

Learning Outcomes

- Foundational Understanding of multimodal ChatGPT models, such as GPT-4 and GPT-4o: Students will have a solid grasp of the models' capabilities, limitations, and potential economic and business analysis applications.
- GPT-4 and GPT-4o-Assisted Research and Information Gathering: Students will be able to effectively use the models to search for, identify, and compile relevant information and resources to support their learning and analysis in economics and business.
- Applying GPT-4 and GPT-4o-class models for Economic and Business Problem-Solving: Students will have gained hands-on experience using these or comparable AI models to frame, analyze, and propose solutions to authentic economic and business problems, considering the context.
- Using advanced functions of GPT-4 and GPT-4o-class models, such as Custom GPTs, for economic and business analysis.
- Collaborative Learning with GPT-4 and GPT-4o-class models: Students will have practiced using the AI models to facilitate collaborative research, knowledge sharing, and idea generation with their peers in the context of economic and business analysis.
- Ethical Considerations in Advanced AI Model Use: Students will have developed an awareness of the ethical implications and responsible practices associated with using GPT-4 and GPT-4o-class models in economic and business analysis, including data privacy, bias, and transparency.