

Business Administration

with a Concentration In Artificial Intelligence

Bachelor of Arts Degree



Why Generations?

Generations College's Business Administration with a Concentration in AI combines strong business fundamentals with emerging artificial intelligence technologies to prepare students for the future of business leadership. Students develop expertise in management, finance, marketing, operations, and strategic decision-making while gaining hands-on experience with AI applications, data analysis, business intelligence, and technology-driven innovation. Graduates are equipped to leverage AI to improve organizational performance, optimize business processes, support data-driven decisions, and lead organizations in an increasingly digital economy.

Possible Careers



AI
Business
Analyst



Business
Intelligence
Analyst



AI Project
Manager



AI Strategy
Consultant



Operations
Director



Digital
Transformation
Specialist



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BUSINESS ADMINISTRATION AI COURSES

ACCT-1050	Financial Accounting Principles	3.0	BUS-3250	Principles of Finance	3.0
BAI-1200	Introduction to AI	3.0	BUS-3300	Organizational Behavior	3.0
BAI-2400	AI for Competitive Business Advantage	3.0	BUS-3450	Managerial Accounting	3.0
BAI-2450	Harnessing AI for Entrepreneurial Success	3.0	BUS-3470	Supply Chain Management	3.0
BAI-2560	AI Prompt Engineering	3.0	BUS-3500	Project Management	3.0
BAI-2570	Advanced AI Technique & Application	3.0	BUS-3550	Marketing Management	3.0
BUS-1200	Introduction to Business	3.0	BUS-3600	Organizational Leadership	3.0
BUS-1600	Business Law	3.0	BUS-4150	Business Decision Making and Strategy	3.0
BUS-2400	Principles of Marketing	3.0	BUS-4200	Employment and Labor Law	3.0
BUS-2500	Managing Human Capital	3.0	BUS-4250	International and Global Economy	3.0
BUS-2510	Introduction to International Business	3.0	BUS-4300	Operations Management	3.0
BUS-2550	Principles of Management	3.0	BUS-4400	Marketing Research	3.0
BUS-2570	Fundamentals of Business and Finance	3.0	BUS-4450	Strategic Management	3.0
BUS-2600	CAPSTONE: Business Plan Development	3.0	BUS-4550	Capstone/Internship	3.0
BUS-3150	Business Statistics	3.0	ENG-1800	Business Writing	3.0

GENERAL EDUCATION COURSES

COL-1010	First Year Experience	1.0
CIS-1150	Introduction to Computers	3.0
COL-2750	Professional Experience	3.0
ENG-1010	College Composition I	3.0
ENG-1020	College Composition II	3.0
MATH-1600	College Algebra	3.0
PHIL-2050	Introduction to Ethics	3.0
PSY-1010	Introduction to Psychology	3.0
SOC-2010	Introduction to Sociology	3.0
SPE-2210	Speech Communication	3.0
ECON-2210	Macroeconomics	3.0
	OR	
ECON-2220	Microeconomics	
Total Degree Credit Hours Required		121

PROGRAM LEARNING OUTCOMES

- Apply business management principles and AI-powered technologies to improve organizational performance and support strategic decision-making.
- Analyze business data, market trends, and economic conditions using digital tools and artificial intelligence to identify opportunities and solve complex problems.
- Integrate AI applications, business intelligence systems, and emerging technologies into business operations, marketing, finance, and management practices.
- Demonstrate ethical leadership by evaluating the societal, legal, and organizational implications of artificial intelligence in business environments.
- Develop innovative strategies that leverage AI, data analytics, and business expertise to drive growth, operational efficiency, and competitive advantage.