

Entrepreneurial Studies

with a Concentration In Artificial Intelligence

Bachelor of Arts Degree



Why Generations?

Generations College's Entrepreneurial Studies with a Concentration in AI prepares students to launch, grow, and innovate businesses in a technology-driven world. Students develop entrepreneurial leadership skills while learning how to leverage artificial intelligence, digital marketing, e-commerce strategies, and data-driven decision-making to identify opportunities and build sustainable ventures. Through hands-on business planning, investor relations, innovation management, and AI applications, graduates gain the knowledge and experience needed to transform ideas into successful businesses and drive innovation within organizations.

Possible Careers



Digital
Innovation
Manager



AI Startup
Founder



Startup
Operations
Manager



Technology
Entrepreneur



Innovation
Consultant



Business
Development
Manager



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ENTREPRENEURIAL STUDIES AI COURSES

ACCT-1050 Financial Accounting Principles	3.0	BUS-4200 Employment and Labor Law	3.0
BAI-1200 Introduction to AI	3.0	BUS-4550 Capstone/Internship	3.0
BAI-2400 AI for Competitive Business Advantage	3.0	BUS-4600 Transformational Leadership	3.0
BAI-2450 Harnessing AI for Entrepreneurial Success	3.0	ENG-1800 Business Writing	3.0
BAI-2560 AI Prompt Engineering	3.0	ENT-1200 Introduction to Entrepreneurship	3.0
BAI-2570 Advanced AI Technique & Application	3.0	ENT-2100 CAPSTONE: Business Plan Development	3.0
BUS-1600 Business Law	3.0	ENT-2110 New Business Implementation	3.0
BUS-2400 Principles of Marketing	3.0	ENT-2250 Principles of Management	3.0
BUS-2500 Managing Human Capital	3.0	ENT-3225 Creativity and Innovation in Business	3.0
BUS-2510 Introduction to International Business	3.0	ENT-3325 Social Entrepreneurship and Sustainability	3.0
BUS-3150 Business Statistics	3.0	ENT-3550 Entrepreneurship Capstone and Pitch Competition	3.0
BUS-3250 Principles of Finance	3.0	ENT-4050 Digital Marketing and E-Commerce Strategies	3.0
BUS-3500 Project Management	3.0	ENT-4125 Entrepreneurial Finance	3.0
BUS-3600 Organizational Leadership	3.0	ENT-4225 Small Business Management	3.0
BUS-4150 Business Decision Making and Strategy	3.0	ENT-4325 Pitching, Negotiation, and Investor Relations	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 OR	3.0
ECON-2220 Microeconomics	

Total Degree Credit Hours Required 121

PROGRAM LEARNING OUTCOMES

- Identify, evaluate, and pursue entrepreneurial opportunities using artificial intelligence, data analytics, and emerging technologies.
- Apply innovative thinking, business planning, and AI-driven insights to create, launch, and grow sustainable ventures.
- Leverage digital marketing, e-commerce technologies, and artificial intelligence tools to enhance business development and customer engagement.
- Demonstrate ethical and responsible leadership by considering the social, legal, and economic impacts of AI in entrepreneurial decision-making.
- Develop scalable business strategies that integrate entrepreneurship, innovation, and artificial intelligence to create value and drive organizational success.