

ARTIFICIAL INTELLIGENCE MANAGEMENT AND STRATEGY SPECIALIZATION, MASTER OF BUSINESS ADMINISTRATION (MBA)

Artificial intelligence is transforming how organizations compete, innovate, and create value. Leaders across industries are increasingly expected to evaluate emerging AI capabilities, identify opportunities for adoption, and guide their organizations through technology-driven change. The AI Management & Strategy (AIMS) specialization focuses on the managerial and strategic decisions required to successfully implement AI, ensuring that organizations deploy these technologies responsibly while achieving meaningful business impact.

MBA students who specialize in AI Management & Strategy are forward-thinking leaders who combine strategic insight with an understanding of emerging technologies. Rather than requiring deep programming expertise, the specialization prepares students to evaluate AI tools, lead cross-functional teams, and integrate AI initiatives into broader organizational strategies. Students learn how artificial intelligence can reshape customer experiences, operations, and business models, and how leaders can translate technological potential into sustainable competitive advantage.

The AIMS specialization builds a foundation in innovation management and digital strategy before allowing students to explore complementary areas such as project execution, information security, enterprise infrastructure, and AI ethics. Students complete three courses selected from a cross-college set of offerings, choosing at least one course focused on innovation or digital business strategy and two additional electives that deepen their understanding of implementation, governance, and responsible AI adoption. This flexible structure allows students to tailor the specialization toward their career interests while gaining exposure to both managerial and technology-focused perspectives on AI-enabled transformation.

The courses provide the knowledge and skills necessary to identify high-value AI opportunities, evaluate technological capabilities, manage implementation projects, and guide organizations through AI-driven change.

Specific highlights include:

- Identify high-value opportunities for AI adoption across multiple business functions and industries
- Understand how innovation and digital transformation strategies enable organizations to capitalize on emerging technologies
- Lead cross-functional teams implementing large-scale AI and digital transformation initiatives
- Apply project management frameworks to guide complex technology implementations from planning through execution
- Evaluate information security risks, governance frameworks, and compliance considerations associated with AI systems
- Understand the ethical implications of artificial intelligence and develop responsible approaches to AI deployment
- Gain exposure to enterprise infrastructure, cloud computing, and digital platforms that support modern AI applications

- Translate emerging AI capabilities into practical business strategies, operational improvements, and new sources of value

What jobs do MBA students specializing in AI Management & Strategy pursue?

- AI Strategy Director
- Director of Artificial Intelligence Programs
- Digital Transformation Leader
- AI Product Manager
- AI Program Manager
- Technology Strategy Consultant
- Enterprise Innovation Manager
- AI Governance and Risk Manager

Specialization Requirements

The AI Management and Strategy (AIMS) [specialization](#) requires students to complete [one course, MGT 590, and two additional elective courses from the list provided](#). [Students should consider selecting two electives that best match their personal and professional objectives](#). [Discussing course options with a career advisor, an academic advisor, and/or a faculty member may be helpful](#).

AI Management & Strategy (AIMS) Specialization

Course	Title	Quarter Hours
Required course:		4
MGT 590	MANAGEMENT OF INNOVATION AND TECHNOLOGICAL CHANGE	
Select two of the following:		8
MKT 560	DIGITAL BUSINESS STRATEGY	
MGT 598	PROJECT MANAGEMENT	
CSEC 440	INFORMATION SECURITY MANAGEMENT	
CSC 484	ETHICS IN ARTIFICIAL INTELLIGENCE	
IS 424	ENTERPRISE INFRASTRUCTURE	