

MS in AI in Business

Distinguish yourself with a technical understanding of AI-driven business insights.

Simon's MS in AI in Business is designed to equip you with the skills and knowledge to leverage AI for creating value in the business world. You will gain expertise in AI and business analytics, combining technical and strategic insights to drive impactful decisions. Our curriculum immerses you in AI coursework early, allowing you to strengthen your résumé for spring interviews. Distinguished faculty teach courses such as Programming for Analytics, AI and Business, AI and Deep Learning, and a required AI Business Project course, which is designed to provide firsthand experience. Our alumni and industry partners highlight the growing demand for professionals with AI skills, particularly in business contexts. Graduate prepared to be at the forefront as AI transforms organizations.



Gain hands-on experience and pursue leadership opportunities

Simon Data Analytics Club
Simon Marketing Association
Simon Pricing Club
Simon VISION Consulting



Advanced Certificate of Achievement in *Analytics or Systems and Data Architectures*

Specialize your degree with an optional certificate—no added cost or time required. Learn to solve complex business challenges with analytics or gain expertise in data systems and management.



STEM-designated program

SCIENCE • TECHNOLOGY
• ENGINEERING • MATH

Signals quantitative rigor and enables international students to work in the US for up to 36 months.

GBA478 Introduction to AI and Business

Introduces students to AI models at the conceptual level and teaches how recent advances in AI can spur innovation for startups and corporations. AI in Business students take this course as a cohort.

CIS433 AI and Deep Learning

Introduces the field of AI to business students with a particular emphasis on deep learning, which is driving the current AI revolution. Includes standard tools such as TensorFlow, Keras, and PyTorch.

Mitchell Lovett

Interim Dean,
Benjamin Forman
Professor of Marketing

"Students will learn technical skills in AI and apply them to real-world business problems. Graduates will be equipped to meet the growing need for expertise in creating business value from AI."

90% of students receive **merit-based scholarship support**

Internship Track Available

Next Steps

- ✓ Attend a webinar
 - ✓ Speak with a current student
 - ✓ Visit campus
- simon.rochester.edu/ms-connect

READY TO APPLY?
simon.rochester.edu/apply