

Program Policy Statement
Master of Science Applied Artificial Intelligence for Business
January 2025

Part I. MS Applied Artificial Intelligence for Business History and Purpose

A. Statement of Purpose and Expectation of Graduate Study in the Program.

Pursuing a graduate degree in MS Applied Artificial Intelligence for Business would provide students with the unique combination of technical AI knowledge and business acumen needed to identify opportunities, implement AI solutions, and manage the organizational changes that come with AI adoption. As AI technologies like large language models, computer vision, and predictive analytics become increasingly central to business operations, organizations need professionals who can bridge the gap between technical AI capabilities and business applications.

The timing for such a degree is particularly compelling given the rapid evolution of AI capabilities and their growing impact across industries. Companies are not just looking for technical experts who can build AI systems, but for leaders who understand how to integrate AI into business strategies, evaluate ROI on AI investments, and navigate the ethical and governance challenges that arise with AI deployment. The MS Applied Artificial Intelligence for Business degree would position our students to take on roles that are increasingly crucial as organizations seek to remain competitive in an AI-driven economy.

B. Date of permanent status.

The proposed MS Applied Artificial Intelligence for Business degree would be new to the Lerner College of Business & Economics and the University of Delaware.

C. Degrees offered.

MS Applied Artificial Intelligence for Business

D. Term when first students may enroll.

Students can enroll starting Fall 2025.

E. Factors that identify the student demand for the program.

As AI technologies become increasingly sophisticated and integrated into business operations, organizations need professionals who can bridge the gap between technical AI capabilities and practical business applications. This expertise goes beyond simply understanding machine learning algorithms – it involves identifying strategic opportunities for AI implementation,

managing AI projects, ensuring responsible AI deployment, and measuring the business impact of AI initiatives. From optimizing supply chains and personalizing customer experiences to automating routine tasks and enhancing decision-making processes, AI is fundamentally changing how businesses operate. The MS Applied Artificial Intelligence for Business degree will provide students with both the technical foundation to understand AI's capabilities and limitations, as well as the business acumen to translate these technologies into tangible value. This combination of skills is increasingly sought after as companies struggle to find professionals who can effectively lead AI initiatives while understanding their broader business implications.

F. Identify the College and Department/ School in which the program will reside.

The program will reside in the Lerner College of Business & Economics in the Department of Accounting and Management Information Systems.

Part II. Admission

A. Admission requirements.

The following should be considered the minimum requirements for consideration for admission:

- Comply with all of the requirements in the UD's [Graduate Admissions](#);
- Hold the equivalent of a 4-year U.S. bachelor's degree from an accredited college or university with a minimum GPA of 3.0 (on a 4.0 scale);
- Complete the online application for admission to the MS Applied AI for Business program;
- Official transcripts of all previous academic work;
- A resume outlining prior employment and academic experience;
- Personal statement discussing interest in the program and career goals.
- Two (2) letters of recommendation from faculty and/or employers.
- For applicants whose native language is not English, the department requires an official Test of English as a Foreign Language (TOEFL) score of at least 96. Also accepted is a minimum score of 7 on the International English Language Testing System (IELTS) exam. This requirement may be waived if the student has earned a degree from an accredited educational institution in a country where English is the primary language.
- \$75 application fee

Admission to graduate programs at the University of Delaware is selective and competitive based on the number of well-qualified applicants and the limits of available faculty and facilities. Those who meet stated minimum academic requirements are not guaranteed admission, nor are those who fail to meet those requirements necessarily precluded from admission if they offer other appropriate strengths.

B. Prior degree requirements.

Applicants need not have majored in any specific undergraduate field.

C. Application deadlines.

Students may apply for the fall or spring semester and admissions decisions are determined on a rolling basis. Important dates:

- Deadline for Fall term: August 1
- Deadline for Spring term: January 1

D. Special competencies needed.

None.

E. Admission categories.

Not Applicable

F. Other documents required.

Not applicable.

G. Admission to the graduate program is competitive. Those who meet stated requirements are not guaranteed admission, nor are those who fail to meet all of those requirements necessarily precluded from admission if they offer other appropriate strengths.

Part III. M.S. Applied Artificial Intelligence for Business Degree Requirements (30 Credits)

A. Degree Requirements

To complete the MS Applied Artificial Intelligence for Business degree, a student must complete 30 credits of coursework. Students choose ten (10) courses from the following:

- BINF610 – Applied Machine Learning**
- BUAD651 – Generative AI for Business Analytics**
- ECON626 – Generative AI for Data Visualization**
- FSAN620 – Foundations of Optimization Analytics**
- MISY635 – Visual Analytics**
- MISY636 – Unstructured Data Analytics**
- MISY662 – Fundamentals of Business Analytics**
- MISY670 – Introduction to Generative AI**
- MISY685 - Introduction to Business Programming**
- PHIL655 – Ethics in Data Science and Artificial Intelligence**

Other courses with approval from the director

Satisfactory Progress

Students may enroll full or part-time. The Program Director will create a recommended program for each student and students are expected to remain in contact with the Program Director during their time in the program.

GPA requirements are monitored by the Office of Professional and Graduate Education according to the Graduate Studies Academic Probation Policy. Graduate students will be evaluated in courses according to the University grading policy and must maintain a minimum GPA of 3.0 to remain in good academic standing.

It is the students' responsibility to ensure they have fulfilled all requirements for graduation. Any questions pertaining to completion of requirements can be asked from the Graduate Program Coordinator or Director of the Program.

A graduate student who fails to make satisfactory progress toward all degree requirements may be recommended to the Graduate College to be discontinued from the program. The Graduate College will notify a student in writing when the student is being dismissed for failure to make satisfactory progress in the program and the procedures for the student to appeal the action.

Grade Requirements

Graduate students must have a minimum overall cumulative grade point average of 3.0 to be eligible for the degree. All graduate-numbered courses taken with graduate student classification at the University of Delaware are applied to the cumulative index. Credit hours and courses for which the grade is below "C-" do not count toward the degree though the grade is applied to the index.

Leave of Absence

Graduate students are expected to be registered in courses continuously while matriculating. However, a student may request a leave of absence by filling out the Leave of Absence form.

Application for Advanced Degree (AAD)

Students submit the AAD form to the Graduate Program Director or the Graduate Program Coordinator, who then check the form for accuracy. This form is due by early February (September) for Spring/Summer (Fall) graduates. The form is then signed by the Director and Department Chair, and then it is forwarded to the Graduate College.

Part IV. Assessment Plan

The program will utilize both direct and indirect assessments.

Throughout the program, department faculty and department's graduate committee will examine a student's success across the program educational goals via course assignments, projects and other assessments based on their completed curriculum, tied to the program's educational goals.

Part V. Program Educational Goals

1. Master foundational and advanced concepts in artificial intelligence, including machine learning, neural networks, and natural language processing, with emphasis on their practical business applications.
2. Synthesize interdisciplinary knowledge to identify, analyze, and solve business problems using appropriate AI technologies and frameworks.
3. Apply research principles and methods to evaluate the effectiveness and implications of AI implementations in business contexts.
4. Integrate technical AI expertise with business acumen to develop and implement strategic AI solutions that align with organizational goals and ethical considerations.
5. Design and implement AI-driven solutions for complex business challenges by evaluating business problems using systematic problem-solving frameworks and applying appropriate AI technologies and methodologies to develop innovative solutions

Part VI. Financial Aid

A. Financial Awards

Not applicable

Part VII. Departmental Operations

A. General student responsibilities

Students are expected to thoroughly review the graduate catalog and adhere to the policies of the graduate program and Graduate College. Students are also required to communicate via university email and keep us up to date regarding their telephone and U.S. mail address.

B. Student government and organizations

Not applicable

C. Travel for professional meetings or presentations

Not applicable