



Graduate Certificate in AI Strategy, Leadership, and Business Impact



PennState
World Campus

A world of possibilities.
Online.



AI Strategy, Leadership, and Business Impact Graduate Certificate

The 9-credit Graduate Certificate in AI Strategy, Leadership, and Business Impact, offered 100% online through Penn State World Campus, emphasizes the strategic, organizational, and enterprise application of AI, addressing a growing market demand for professionals tasked with leveraging AI to drive smarter, more informed decisions and enhance business operations. This is not a technical graduate certificate focused on building deep expertise in AI development; rather, it emphasizes the practical application of AI to inform decision-making and enhance business performance.

Students in this program learn to:

- › apply generative AI tools and prompt engineering techniques to solve real business problems, improve workflows, and support effective decision-making
- › evaluate AI technologies and emerging trends to determine their strategic value and inform organizational decision-making
- › lead the integration of AI within organizations, understanding its impact on structure, culture, roles, and workforce dynamics
- › leverage leading AI platforms to enhance productivity and implement practical solutions in day-to-day operations
- › build organizational trust in AI by promoting AI literacy, clearly communicating AI initiatives, and balancing automation with human judgment to strengthen team performance and collaboration

Online Learning Through Penn State World Campus

To support seamless customization of a flexible learning path unique to your career aspirations and busy schedule, the Graduate Certificate in AI Strategy, Leadership, and Business Impact is offered fully online by Penn State World Campus in partnership with the Penn State Smeal College of Business.

Your learning experience will be enhanced by meaningful faculty interaction, collaborative group projects, networking and community, real-world application, and dedicated academic advising and support services. Upon successful completion of the program requirements, you will receive a formal certificate identical to those received by resident Penn State students.

Program Curriculum

The courses in this 9-credit graduate certificate program help you develop a comprehensive understanding of how AI technologies influence business processes and decision-making, organizational structure and strategy, and leadership practices.

Interaction with AI

Explore various generative AI platforms, understand their capabilities, and learn practical methods for leveraging these tools to solve business problems.

Implications of AI on Organizations and Teams

Gain a deep understanding of change management strategies for AI adoption, the evolution of teamwork and collaboration in AI-enhanced environments, human perceptions and attitudes toward AI in the workplace, and the reshaping of organizational structures and roles in the age of AI.

Program Curriculum *(continued)*

Understanding AI: Business-Specific Utilization and Trends to Watch

Assess the current state of AI technologies and their strategic impact, and understand how to identify and evaluate evolving trends.

To learn more about the Graduate Certificate in AI Strategy, Leadership, and Business Impact, please visit: worldcampus.psu.edu/ai-business-impact

Apply Today

To pursue the Graduate Certificate in AI Strategy, Leadership, and Business Impact, review the program's admission requirements and complete the online application at: worldcampus.psu.edu/ai-business-impact

Did You Know?

- › The courses in this program were developed and are taught by the same respected Penn State faculty who teach on campus.
- › 6 to 9 credits earned through this certificate can be applied to select graduate business degrees:
 - Business Administration
 - Corporate Innovation and Entrepreneurship
 - Marketing Analytics and Insights
 - Strategic Management and Executive Leadership
 - Supply Chain Management
 - Taxation
- › Penn State credits and degrees earned online are identical to those earned by resident students. Choose from three start dates each year, complete weekly assignments at your own pace, and earn your credential in as little as 12 months.



Program Benefits

Career-Ready Skills

The Graduate Certificate in AI Strategy, Leadership, and Business Impact is geared toward early- to mid-career professionals from diverse industries who seek to enhance their ability to evaluate, implement, and govern AI solutions in alignment with organizational strategy.

Rapid ROI

Online graduate certificate programs from Penn State are designed to provide fundamental knowledge rapidly and efficiently.

World-Class Education

This program is delivered in partnership with the Penn State Smeal College of Business, which carries the elite AACSB accreditation, an honor reserved for the top 5% of business schools worldwide.

Support Services

You will have access to a full array of support services, including scheduling assistance, career counseling, and 24/7 technical support. As a globally recognized leader in online education, Penn State World Campus understands the unique needs of adult learners.

Contact Us

Program Questions

Penn State Smeal College of Business
Professional Graduate Programs Office
Phone: 814-863-0061
AISLBI@smeal.psu.edu

Admissions Questions

worldcampus@psu.edu
Phone: 814-863-5386
worldcampus.psu.edu/admissions



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