



UNIVERSITY OF
GEORGIA

University Council

October 10, 2025

UNIVERSITY CURRICULUM COMMITTEE – 2025-2026

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Dear Colleagues:

The attached proposal from the Terry College of Business to change the name of the existing online Master of Business and Technology (M.B.T.) to the online Master of Science (M.S.) in Business and Artificial Intelligence will be an agenda item for the October 17, 2025, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair

cc: Provost Benjamin Ayers

Dr. Marisa Anne Pagnattaro

ACADEMIC PROGRAM NAME CHANGE

Date: August 7, 2025

School/College/Unit: Terry College of Business

Department/Division: Management Information Systems

Proposed Effective Date: Fall 2026

What campus will offer this program? Online

PROGRAM NAME CHANGES:

Current Name: Master of Business and Technology (M.B.T.)

Proposed Name: Master of Science (M.S.) in Business and Artificial Intelligence

JUSTIFICATION:

The faculty are requesting to change the name of the Master in Business and Technology (M.B.T.) to the Master of Science (M.S.) in Business and Artificial Intelligence for two important reasons:

- To better respond to competitive pressure from peer institutions, and
- To reflect the evolution of the program to remain aligned with industry demand.

Since its inception in 2000, the Master of Business and Technology (M.B.T.) has prepared professionals to lead technology teams in developing innovative business solutions. With a strong focus on bridging technical acumen and business strategy, the program has consistently evolved to meet industry demands, producing graduates well-suited for roles such as advanced product manager, technology business analyst, and chief technology officer. However, the program has reached an inflection point: artificial intelligence (AI) is fundamentally reshaping how organizations identify opportunities, design solutions, and deliver value. To address this transformation, the faculty propose renaming the program to the Master of Science (M.S.) in Business and Artificial Intelligence. This builds upon the M.B.T. foundation while equipping students with the AI fluency and applied skills necessary to lead the next generation of business solutions development. It ensures graduates remain at the forefront of business innovation in an AI-driven world.

Renaming the program is appropriate, as its core mission, to prepare students to lead digital transformation, remains unchanged. This change represents an evolution of that mission, reflecting the growing influence of artificial intelligence on how digital transformation is achieved. Moreover, this shift aligns with competitive trends in graduate education and enhances

the program's appeal and marketability to prospective students.

The M.S. in Business and Artificial Intelligence is necessary because the integration of AI into operations is no longer optional—it is foundational to competitive advantage, innovation, and strategic decision-making. Organizations across industries are rapidly adopting AI to automate processes, personalize customer experiences, optimize supply chains, and uncover new revenue opportunities. Yet, there is a growing talent gap between those who understand business strategy and those who understand AI technology. This program addresses that gap by producing leaders who can bridge AI capabilities with business needs—professionals who not only understand how AI works, but more importantly, how to apply it ethically and effectively to solve complex business problems. As AI continues to evolve, businesses will continue to require professionals with both technical fluency and business insight to guide responsible and impactful innovation.

The need for AI skills in industry is also clear. Gartner, a research and advisory firm focusing on business and technology topics, lists AI imperatives and risks as one category of its top 10 strategic technology trends for 2025¹. A further analysis by Gartner estimates that as much as 80% of the workforce will need to strengthen technical and strategic skills to meet the demand for new roles in software development and operations by 2027². Finally, research from Accenture, a professional services firm that helps organizations meet technology needs, explores the future of work with respect to the growing prevalence of AI³. Their findings indicate that nearly 70% of industry executives surveyed believe AI is prompting an urgent need to reinvent business processes and operational strategies. Thus, the proposed updates to the existing Master of Business and Technology (M.B.T.) fill a growing and vital need in the business sector.

Current demand for the Master of Business and Technology program is steady, at an average of 30 new students a year. By adding focus on AI business strategy to the existing program, the faculty position the degree at the forefront of market demand, attracting professionals seeking to lead innovation in an AI-driven economy, and increasing enrollment.

Survey of Similar Programs in Peer Institutions

A growing number of institutions are adapting their curricula to integrate AI with business education. Several in-person programs now explicitly incorporate AI into business-focused degrees, including:

- New York University, Master of Science in Business Analytics and AI (M,S,B,Ai.)
- Fordham University, Master of Science (M.S.) in Artificial Intelligence in Business
- University of Rochester, Master of Science (M.S.) in Artificial Intelligence in Business (M.S. A.I.B.)

¹ <https://www.gartner.com/en/articles/top-technology-trends-2025-gb-pd>

² <https://aibusiness.com/generative-ai/gartner-predicts-80-of-ai-workforce-will-need-upskilling-by-2027>

³ <https://newsroom.accenture.com/news/2025/accenture-technology-vision-2025-new-age-of-ai-to-bring-unprecedented-autonomy-to-business>

- University of South Florida, Master of Science (M.S.) in Artificial Intelligence and Business Analytics (M.S.-AIBA)
- Johns Hopkins University, Master of Science (M.S.) in Information Systems and Artificial Intelligence for Business (MS ISAIB)
- Stevens Institute of Technology, Master of Science (M.S.) in Business Intelligence and AI (MBIAI)
- Singapore University of Social Sciences, Master of Artificial Intelligence for Business (MAIB)
- City University of Hong Kong, Master of Science (MSc) in Artificial Intelligence in Business (MAIB)

Online programs are also emerging, with offerings from the following:

- University of Arizona, Master of Science (M.S.) in Artificial intelligence for Business (MS AIB)
- Arizona State University, Master of Science (M.S.) in Artificial Intelligence in Business (MS AIB)
- Wake Forest University, Master of AI Strategy and Innovation

Notably, no Southeastern Conference (SEC) business schools currently offer a specialized master's program focused specifically on AI and business, though several provide M.B.A. tracks in AI. This suggests a timely opportunity for our institution to lead within the region and distinguish itself nationally with a dedicated, AI-integrated business master's program.

Complementarity and Differentiation Across Related Programs

The M.S. program will complement existing AI initiatives at UGA by filling a gap not currently addressed by other AI-related programs. The program will retain its core mission of leading digital change, updated to reflect the growing importance of artificial intelligence in that process.

Differentiation from Franklin's Master of Science in AI or Applied Data Science

The Master of Science (M.S.) in Business and Artificial Intelligence degree emphasizes the application of AI in business contexts rather than model development. Furthermore, the Artificial Intelligence (M.S.) offered by the Franklin College of Arts and Sciences has an emphasis on research and theoretical foundations, while this program would focus on the application of this technology in real-world business contexts. With the focus of this program to train graduates to become AI-driven business strategists, it will focus on the leading of AI adoption in organizations rather than algorithm and model development. The Master of Science (M.S.) in Business and Artificial Intelligence is designed for professionals who want to use AI to improve business operations and strategy, not build AI systems from the ground up.

Differentiation of Master of Science in Business and Artificial Intelligence vs. Master of Science in Business Analytics

While the Business Analytics (M.S.) (MSBA) focuses on data analytics and tool usage, the Master of Science (M.S.) in Business and Artificial Intelligence centers on applying AI-driven

solutions to business problems and AI Strategy. Additionally, the M.S. targets a different audience—primarily mid-career professionals and executives seeking online, flexible learning that equips them to lead AI initiatives. A potential differentiation is that Master of Science (M.S.) in Business and Artificial Intelligence will prepare students for a Chief AI Officer (CAIO) or similar role, while M.S.B.A. is more focused on Chief Data Officer role requirements. The programs overlap in that data is required for both roles, but the focus on how data is used is different.

LEARNING OUTCOMES:

The proposed Master of Science (M.S.) in Business and Artificial Intelligence is designed to equip graduate students with the strategic, technical, and ethical competencies necessary to lead in an increasingly AI-driven business environment. As artificial intelligence reshapes industries—powering automation, enhancing customer engagement, and enabling data-informed strategy—organizations require professionals who can bridge the gap between emerging technologies and enterprise objectives, something which has always been an objective of the Master of Business and Technology program. This program update provides students with both a foundational understanding of AI and the applied skills to integrate AI into product development, business analysis, and executive decision-making. The curriculum emphasizes real-world application, interdisciplinary collaboration, and ethical leadership—ensuring graduates are prepared to innovate responsibly in dynamic business contexts. In alignment with the University’s mission to foster academic excellence and prepare students for impactful leadership, the program supports institutional goals by advancing professional education at the intersection of technology and business.

Upon successful completion of the Master of Science (M.S.) in Business and Artificial Intelligence, students will be able to:

1. Identify and explain the core principles, methods, and technologies of artificial intelligence as they apply to solving contemporary business challenges.
2. Analyze and evaluate business problems to determine where and how AI can be ethically and effectively applied to improve decision-making, streamline operations, and create strategic value.
3. Design and implement AI-enabled business solutions that integrate data science, machine learning, and intelligent systems within real-world organizational contexts.
4. Demonstrate leadership and collaboration in interdisciplinary teams by articulating the business case for AI initiatives and managing change across technical and non-technical stakeholders.
5. Assess and apply ethical, legal, and societal considerations in the development and deployment of AI-driven business strategies, with attention to fairness, transparency, privacy, and compliance.
6. Communicate effectively to both technical and executive audiences by translating complex AI concepts into actionable business insights and strategic recommendations.

The chart below lists the learning outcomes for the Master of Business and Technology (M.B.T.) program alongside the revised learning outcomes for the Master of Science (M.S.) in Business

and Artificial Intelligence.

M.B.T. Learning Outcomes	M.S. Learning Outcomes
Identify and explain the core principles, methods, and technologies of information systems as they support business processes, decision-making, and competitive advantage.	Identify and explain the core principles, methods, and technologies of artificial intelligence as they apply to solving contemporary business challenges.
Analyze and evaluate organizational challenges to determine where and how technology can be effectively applied to enhance efficiency, innovation, and strategic outcomes.	Analyze and evaluate business problems to determine where and how AI can be ethically and effectively applied to improve decision-making, streamline operations, and create strategic value.
Design and implement technology-enabled business solutions that integrate data management, network applications, and systems development within real-world organizational contexts.	Design and implement AI-enabled business solutions that integrate data science, machine learning, and intelligent systems within real-world organizational contexts.
Apply project management principles and methodologies to plan, execute, and deliver information systems initiatives on time, within scope, and aligned with organizational strategy and stakeholder expectations.	Demonstrate leadership and collaboration in interdisciplinary teams by articulating the business case for AI initiatives and managing change across technical and non-technical stakeholders.
Assess and apply ethical, legal, and societal considerations in the planning, implementation, and governance of information systems, ensuring fairness, transparency, privacy, and compliance.	Assess and apply ethical, legal, and societal considerations in the development and deployment of AI-driven business strategies, with attention to fairness, transparency, privacy, and compliance.
Communicate effectively by translating complex system concepts and analytical findings into actionable business insights and strategic recommendations.	Communicate effectively to both technical and executive audiences by translating complex AI concepts into actionable business insights and strategic recommendations.

PROGRAM OF STUDY:

The current Master of Business and Technology program is offered online, with 30 total credit hours (10 courses at 3 hours each). The renamed program will retain this structure.

The revised program of study is below. The proposed program of study replaces three existing MBT courses with three existing AI courses and retains seven current MBT courses, incorporating revised content and updated course titles where appropriate.

Required Courses (18 hours)

- MIST 7400E, Foundations for Artificial Intelligence for Business (3 hours)
- MIST 7510E, Database Management (3 hours)
- MIST 7520E, Project Management (3 hours)

- MIST 7570E, Internet Programming I (3 hours)
- MIST 7571E, Internet Programming II (3 hours)
- MIST 7590E, Technology Capstone Project (3 hours)

Elective Courses (Choose 12 hours)

- MIST 7440E, AI in Business and Society (3 hours)
- MIST 7450E, Generative Artificial Intelligence (3 hours)
- MIST 7515E, Advanced Topics in Business and Technology (3 hours)
- MIST 7530E, Object Oriented Systems Analysis (3 hours)
- MIST 7540E, User Experience Strategy (3 hours)
- MIST 7550E, Digital Transformation Strategy (3 hours)

Comparison of Current and Revised Programs of Study:

Current	Revised
	MIST 7400E, Foundations for Artificial Intelligence for Business
	MIST 7440E, AI in Business and Society (elective option)
	MIST 7450E, Generative Artificial Intelligence (elective option)
MIST 7500E, Digital Business Technology	
MIST 7510E, Database Management	MIST 7510E, Database Management
MIST 7515E, Advanced Topics in Business and Technology	MIST 7515E, Advanced Topics in Business and Technology (elective option)
MIST 7520E, Project Management	MIST 7520E, Project Management
MIST 7530E, Object Oriented Systems Analysis	MIST 7530E, Object Oriented Systems Analysis (elective option)
MIST 7540E, User Experience Strategy	MIST 7540E, User Experience Strategy (elective option)
MIST 7550E, Digital Transformation Strategy	MIST 7550E, Digital Transformation Strategy (elective option)

MIST 7570E, Internet Programming	MIST 7570E, Internet Programming I
MIST 7571E, Internet Programming II	MIST 7571E, Internet Programming II
MIST 7590E, Technology Capstone Project	MIST 7590E, Technology Capstone Project

Documentation of Approval and Notification

Proposal: Proposal to change the name of the online Master of Business Technology (M.B.T.) to the online Master of Science (M.S.) in Business and Artificial Intelligence

College: Terry College of Business

Department: Management Information Systems

Proposed Effective Term: Fall 2026

School/College:

- Department of Management Information Systems Head, Dr. Gerald Kane, 8/27/2025
- Interim Dean of the Terry College of Business, Dr. Santanu Chatterjee, 8/27/2025
- Graduate School Associate Dean, Dr. Anne Shaffer, 9/22/2025

Notification:

- Institute for Artificial Intelligence Executive Director, Dr. Prashant Doshi, 10/8/2025
- Institute for Artificial Intelligence Associate Director, Dr. Frederick Maier, 10/8/2025
- Franklin College of Arts and Sciences Associate Dean, Dr. Paula Lemons, 10/8/2025