

GRADUATE PROGRAM

Master of Business Administration AI Specialization

franciscan.edu/program/online-mba



Master AI. **Lead with Purpose.**

Artificial Intelligence is transforming every industry. It's changing not just how businesses operate but also how leaders make decisions. When you add an Artificial Intelligence Specialization to your MBA at Franciscan, you'll be equipped with the skills to understand, apply, and lead with AI—all grounded in ethical and moral decision-making.

Why Add an AI Specialization to an MBA?

- **Stand Out in the Market:**
AI skills command up to a 25% wage premium in the U.S.
- **High-Growth Demand:**
AI-related roles are growing 3.5x faster than average job postings.
- **Drive Performance:** AI-enabled sectors are seeing up to 4.8x higher productivity growth.
- **Enhance Any Career Path:**
From marketing to finance to operations, AI strengthens processes and impacts leadership.

What You Will Gain

- **AI Fluency for Business Leaders:**
No technical background required.
- **Strategic Decision-Making Skills:**
Identify where AI creates value.
- **Ethical Leadership Formation:**
Lead with integrity in complex environments.
- **Career Differentiation:** Combine business rigor with cutting-edge capability.

Student Outcomes

Graduates of this specialization are prepared to:

- **Lead AI initiatives** within their organizations—without needing engineering expertise.
- **Translate AI into business value** through strategy, implementation, and decision-making.
- **Evaluate AI tools and models** to improve performance, efficiency, and innovation.
- **Navigate ethical and regulatory challenges** in AI adoption.
- **Differentiate themselves in the job market** with in-demand, future-focused skills.

PROGRAM STRUCTURE

Required courses: (10 Credits)

BUS 853* Generative AI for Managers (3-credits; pre-requisite*)

BUS 857 Catholic Social Teaching and AI (1-credit)

In addition, students must complete two, three-credit electives from these courses:

BUS 854 Business Use Cases for AI (3-credits)

BUS 855 AI Governance and Ethics (3-credits)

BUS 856 Managing AI Projects

Career Pathways and Salary Potential

Typical Salary Range Across AI-Enhanced Roles: \$95,000 – \$245,000+

(Varies by experience, role, and industry)

- AI Strategy and Consulting
- AI Product or Project Management
- Business Analytics and Decision Strategy
- AI Governance and Ethics Leadership
- Functional roles (Marketing, Finance, Operations) enhanced with AI expertise

Source: Rize Education, 2026.

QUESTIONS?

Please contact the following:

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START YOUR

Master of Business Administration

AI Specialization

Apply to Franciscan University's Online MBA Program now! Then, register for **BUS-853: Generative AI for Managers.**



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DEPARTMENT OF ACCOUNTING, BUSINESS ADMINISTRATION, & ECONOMICS



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