

BS IN BUSINESS ADMINISTRATION (AI MANAGEMENT)



SACRAMENTO STATE

In Workflow

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Approval Path

1. Fri, 21 Mar 2025 16:43:12 GMT
Joseph Taylor (joseph.taylor): Approved for CBA College Committee Chair
2. Fri, 21 Mar 2025 17:04:05 GMT
Pingsheng Tong (ptong): Approved for CBA Dean

New Program Proposal

Date Submitted: Thu, 20 Mar 2025 16:50:29 GMT

Viewing: BS in Business Administration (AI Management)

Last edit: Thu, 20 Mar 2025 16:50:28 GMT

Changes proposed by: Ramakrishna Dantu (219697414)

Academic Group: (College)

Business

Academic Organization: (Department)

Information Systems and Business Analytics

Catalog Year Effective:

2026-2027 Catalog

NOTE: This degree major program will be subject to program review evaluation within six years after implementation.

Individual(s) primarily responsible for drafting the proposed degree major program:

Name (First Last)	Email	Phone 999-999-9999
Ramakrishna Dantu	Ramakrishna.dantu@csus.edu	916-278-7058

Type of Program:

Concentration

Is this a pilot program?

No

Delivery Format:

Fully Face to Face

Title of the Program:

BS in Business Administration (AI Management)

Designation: (degree terminology)

Bachelor of Science

Abstract of the proposal:

This proposal seeks to establish an AI Concentration within the MIS program. The concentration will equip students with technical, strategic, and ethical competencies to manage AI-driven initiatives. As AI continues transforming industries, this concentration will prepare students for careers in AI strategy, governance, and implementation, aligning with workforce demands.

Briefly describe the program proposal (new or change) and provide a justification:

This is a new concentration designed to provide students with technical skills, managerial insights, and strategic expertise in AI. The curriculum integrates programming, AI governance, emerging technologies, and technology strategy. With the increasing need for AI-savvy professionals, this concentration will prepare students for leadership roles in AI adoption and management.

University Learning Goals**Undergraduate Learning Goals:**

Competence in the disciplines
Intellectual and practical skills
Integrative learning

Program Learning Outcomes**Program Learning Outcomes****Learning Outcome**

Goal 1: Fundamental AI and Business Knowledge (Aligned to CSUS UGLG 1)

Demonstrate competency in fundamental AI and business knowledge.

- 1) Demonstrate understanding of AI concepts, technologies, and their role in business decision-making.
- 2) Analyze business problems and evaluate AI-driven solutions using data, algorithms, and business intelligence tools.

Goal 2: Integrative AI and Business Competence (CSUS UGLG 4)

Demonstrate the ability to integrate AI competencies with business knowledge and ethical responsibility.

- 1) Identify business challenges that can be addressed using AI, considering financial, operational, and strategic perspectives.
- 2) Evaluate the ethical, legal, and societal implications of AI applications in business decision-making.

Goal 3: Effective AI Communication and Collaboration (CSUS UGLG 2)

Demonstrate the ability to communicate AI-driven insights effectively in business settings.

- 1) Convey AI-related findings and recommendations to technical and non-technical stakeholders.
- 2) Assess the effectiveness of AI-driven business communications and decision-support tools.

Goal 4: Applied AI Capability in Business (CSUS UGLG 3)

Demonstrate the ability to apply AI knowledge to solve real-world business problems.

- 1) Develop and implement AI-powered business solutions that align with ethical and organizational objectives.
- 2) Utilize AI tools and technologies to generate innovative, data-driven solutions for strategic decision-making.

Learning Outcomes Display

Course Code	PLO 1	PLO 2	PLO 3	PLO 4
ACCY 1				
ACCY 2				
ECON 1A				
ECON 1B				
MATH 24				
MGMT 10				

STAT 1				
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Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Please attach a Curriculum Map Matrix

AIManagement_BS Smart Planner 2025.docx

Please attach a five-year budget projection

Concentration budget.xlsx

Please attach the updated roadmap:

AIManagement_BS Smart Planner 2025.docx

Catalog Description:

Units required for major: 66

Program Description

The AI Concentration in the MIS program provides students with a comprehensive understanding of AI's role in business and technology. Core courses cover AI-related programming, ethical considerations, emerging technologies, and technology strategy. A hands-on practicum reinforces practical skills through real-world projects. Electives allow students to tailor their learning toward AI applications in business, innovation, and digital transformation.

Note: The use of the words "business administration" throughout this section refers to courses designated as Accountancy (ACCY), Accounting Information Systems (AIS), Business Administration (BUS), Decision Sciences (DS), Entrepreneurship (ENTR), Finance (FIN), General Management (GM), Human Resources/Organizational Behavior (HROB), International Business (IBUS), Management (MGMT), Management Information Science (MIS), Marketing (MKTG), and Operations Management (OPM).

Note: Students graduating with a Bachelor of Science in Business Administration (all concentrations) will not be subject to the University's Foreign Language Graduation Requirement. Students who change major may be subject to the University's Foreign Language Graduation Requirement.

Note: At least 15 units of upper division business administration courses must be taken in residence at (or under the auspices of) California State University, Sacramento. Of these 15 units, a minimum of nine units must be in upper division courses in the concentration.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

Pre-Requisite Requirements

A student may not enroll in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of "C-" or better in each course and an overall GPA of 2.0 ("C"), with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

Code	Title	Units
DS 101	Introduction to Business Analytics	3
MGMT 102	Business Communications	3
HROB 101	The Management of Contemporary Organizations	3

Computer Literacy

All business majors must meet spreadsheet competency prior to taking upper division courses in the major. This requires completing MIS 10 (or equivalent),

Minimum Grade Requirements

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is "C-" with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

A minimum grade point average of 2.0 ("C") is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Code	Title	Units
Required Lower Division (pre-requisites) (21 Units) ^{1,2}		
ACCY 1	Accounting Fundamentals	3
ACCY 2	Managerial Accounting	3
ECON 1A	Introduction to Macroeconomic Analysis	3
ECON 1B	Introduction to Microeconomic Analysis	3
MATH 24	Modern Business Mathematics	3
MGMT 10	Introduction to Business Law	3
STAT 1	Introduction to Statistics	3
Total Units		21

1) Course also satisfies General Education (GE)/Graduation Requirement.

2) After completing the last of the pre-requisite courses, students must file the supplemental business application to officially apply to Business Administration as their major. Visit <https://www.csus.edu/college/business-administration/undergraduate/advising/impacted-major.html> for more information.

Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

Code	Title	Units
Required Upper Division (Major) Core Courses (24 Units)		
DS 101	Introduction to Business Analytics	3
FIN 101	Business Finance	3
GM 105	Strategic Management	3
HROB 101	The Management of Contemporary Organizations	3
MGMT 102	Business Communications	3
MIS 101	Computer Information Systems for Management	3
MKTG 101	Principles Of Marketing	3
OPM 101	Operations Management	3
AI Concentration (24 Units)		
<i>Required Courses</i>		
MIS 15	Introduction to Business Programming	3
MIS 130 - Responsible Use of AI		3
MIS 172 – AI Strategy and Architecture		3
MIS 164 – AI Management Practicum		3
MIS 152 - Cloud and AI Infrastructure		3
<i>Electives (Select three of the following)</i>		9
MIS 181	Machine Learning Applications in Business	
MIS 183	Business Intelligence Applications	
DS 102	Foundation and Tools for Business Analytics	
DS 110	Data Mining for Business Analytics	
HROB 159	Special Topics in Organizational Behavior	
FIN 149	Real Estate Analytics	
DS 115	Advanced Business Analytics	
MKTG 115	Marketing Analytics	
FIN 160	Student Investment Fund Management	

Total Units **48**

General Education Requirements ¹

Code	Title	Units
Area A: Basic Subjects (9 Units)		
A1 - Oral Communication		3
A2 - Written Communication		3
A3 - Critical Thinking		3
Area B: Physical Universe and Its Life Forms (10 Units)		
B1 - Physical Science		3
B2 - Life Forms		3

B3 - Lab (Note: Lab experience to be taken with one of the following: B1, B2, or B5)	1
B4 - Math Concepts ²	
B5 - Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.	3
Area C: Arts and Humanities (12 Units)	
C1 - Arts	3
C2 - Humanities	3
C1/C2 - Area C Course	3
C1/C2 - Area C Course - Take upper-division course to complete Area & upper division requirements.	3
Area D: The Individual and Society (6 Units)	
Area D Course	3
Area D Course ²	
Area D Course - Take upper-division course to complete Area & upper division requirements.	3
Area E: Understanding Personal Development (3 Units)	
Area E Course	3
Area F: Ethnic Studies (3 Units)	
Area F Course	3
Total Units	43

1. To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page.
2. Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online, by phone (916) 278-1000, or email. Required in Major; also satisfies GE.

Graduation Requirements ¹

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI)		3
Graduation Requirements (required by Sacramento State) (6 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement ²		0

1. To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the **General Education page**. Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited **online**, by phone (916) 278-1000, or **email**.
2. If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>
Note: Students with a declared major of BS in Business Administration (all concentrations) are exempt from the Foreign Language Graduation Requirement.

Attach the results of a formal survey in the geographical area to be served indicating demand for individuals who have earned the proposed degree and evidence of serious student interest in majoring in the proposed program:

Education Report - Management Information Systems, General.pdf
Occupation Report for Computer and Information Analysts.pdf
Job Talent Locator Computer and Information Analysts.pdf

For graduate programs, the number of declared undergraduate major and the degree production over the preceding years of the corresponding baccalaureate program:

NA

Professional uses of the proposed degree major program:

AI Analyst, AI Manager, AI Developer, AI Change Management

The expected number of majors in:

1st Year Enrollment:

20

3rd Year Enrollment:

50

5th Year Enrollment:

100

1st Year Graduates:

10

3rd Year Graduates:

40

5th Year Graduates:

80

Please attach any additional files not requested above:

RE_ Follow up on AI Management concentration for the BS in Business Administration and the AI Management Minor.pdf

Request to add FIN160_Email.pdf

Request to add MKTG115_Email.pdf

Key: 600