



Master of Science in AI for Business (MSAIB)

Degree Overview

The two-semester Master of Science in AI for Business (MSAIB) program at Olin focuses on familiarizing students with AI tools and their applications in strategic business decision-making. The curriculum equips students with skills tailored for the rapidly evolving field of firm-specific AI model development and prepares them for careers in companies that are increasingly leveraging AI, including roles such as analysts who apply the latest generative AI tools to trading and business research.

Areas of Focus

Students can choose one of three STEM-designated concentrations, focusing on a specific business area:

- Finance Concentration (MSAIF)
- Marketing Concentration (MSAIM)
- Technical Concentration (MSAIT)

Orientation Programs

All Specialized Master's Programs students kick off their degrees with a multipronged orientation program designed to prepare them for academic, personal and professional success.

Students will participate in various online and in-person orientation activities prior to beginning their fall semester at Olin. *SMP Start* is a set of online modules that introduce students to the ins and outs of Washington University including policies and procedures, health and wellness, leadership opportunities, and more. *SMP Orientation Week* includes workshops, events, and cohort overviews including introductions to faculty and advisors. This week is set up to help students with their final preparations before the start of their first semester. Orientation includes career sessions, which serve as catalysts for students to help them get started in their career search. These programs are packed with opportunities for students to bond with their program cohort and to connect with their peers in all of the Specialized Master's Programs.

Students new to the United States may have the opportunity to participate in *SMP GO*, during which they will acclimate to the Olin Business School culture and strengthen their English and business communication skills.

Simultaneously, students will complete optional online, asynchronous foundation courses to bolster their background and maximize their academic preparation before the start of their degree program.

Curriculum

Students in the MSAIB program will choose one of the three concentrations below. There will be optional foundation courses available as a resource based on the concentration they choose.

Finance Concentration (MSAIF)

Code	Title	Units
DAT 5550	Machine Learning Tools for Prediction of Business Outcomes	3.0
DAT 5561	Introduction to Python and Data Science	3.0
DAT 5565	Deep Learning for Prediction of Business Outcomes	1.5
DAT 5668	Agentic AI: Autonomous Decision-Making	1.5
FIN 5240	Options and Futures	1.5
FIN 5320	Investment Theory	1.5
FIN 5321	Data Analysis for Investments	1.5
FIN 5322	Advanced AI in Finance (Advanced AI in Finance)	1.5
FIN 5323	Seminar in AI-Driven Finance (Seminar in AI-Driven Finance)	3.0
FIN 5340	Advanced Corporate Finance I - Valuation	1.5
FIN 5506	Fintech: Methods and Practice	3.0
MKT 5215	AI-Drive Causal Inference with Observational Data	1.5
SCOT 5505	Generative Artificial Intelligence (Generative Artificial Intelligence)	3.0

Note: MSAIF students will also need to complete 3 elective credits of Olin's menu of graduate-level Finance courses (i.e., 5000-level courses that have a FIN course header).

Marketing Concentration (MSAIM)

Code	Title	Units
DAT 5550	Machine Learning Tools for Prediction of Business Outcomes	3.0
DAT 5561	Introduction to Python and Data Science	3.0
DAT 5562	Text Mining	1.5
DAT 5565	Deep Learning for Prediction of Business Outcomes	1.5
DAT 5668	Agentic AI: Autonomous Decision-Making	1.5
MKT 5002	AI Driven Customer Analytics	3.0
MKT 5003	Digital Marketing	1.5
MKT 5215	AI-Drive Causal Inference with Observational Data	1.5
MKT 5550	Data Analysis for Brand Management	1.5
MKT 5551	Analytics Driven Brand Management	1.5



MKT 5569	A/B Testing in Business and Social Science	3.0
MKT 5711	Advanced Marketing Research	1.5
SCOT 5505	Generative Artificial Intelligence (Generative Artificial Intelligence)	3.0

Note: MSAIM students will also need to complete 3 elective credits chosen from any course approved for Olin's MS in Business Analytics program.

Technical Concentration (MSAIT)

Code	Title	Units
DAT 5550	Machine Learning Tools for Prediction of Business Outcomes	3.0
DAT 5551	Ethics and Responsible AI in Business (Ethics and Responsible AI in Business)	1.5
DAT 5552	Business Driven Explainable AI (Business Driven Explainable AI)	1.5
DAT 5561	Introduction to Python and Data Science	3.0
DAT 5562	Text Mining	1.5
DAT 5563	Data Visualization for Business Insights	1.5
DAT 5564	Database Design and SQL	1.5
DAT 5565	Deep Learning for Prediction of Business Outcomes	1.5
DAT 5566	Big Data and Cloud Computing	1.5
DAT 5567	Prescriptive Analytics	1.5
DAT 5571	Introduction to Cybersecurity	1.5
DAT 5668	Agentic AI: Autonomous Decision-Making	1.5
MGT 5600	Professional Business Communication	1.5
MKT 5215	AI-Drive Causal Inference with Observational Data	1.5
SCOT 5505	Generative Artificial Intelligence (Generative Artificial Intelligence)	3.0

Note: MSAIT students will also need to complete 3 elective credits chosen from any course approved for Olin's MS in Business Analytics program.