Freeman launches new Business Analytics and AI Certificate

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The A. B. Freeman School of Business at Tulane University has announced a new certificate program in Business Analytics and Artificial Intelligence (AI) designed to enhance students' fluency in emerging AI technologies and provide training for using these technologies effectively as business tools.

"Given the rapid progress of generative AI and its implications for business, all Freeman graduates, regardless of their major, need to possess knowledge of analytics and AI to excel in the job market," said Musa Caglar, professor of practice and director of the Analytics and AI program.

The certificate program will equip students with a foundational knowledge of analytics and AI and prepare them to recognize analytical opportunities across a

wide range of industries, including marketing, finance, sports, healthcare and energy.

Caglar says the program's coursework emphasizes experiential learning and asks students to engage with real-world scenarios that replicate the challenges and possibilities of contemporary business settings.

"Through hands-on learning activities like analytics modeling and visualizations, students will develop critical thinking and problem-solving skills," Caglar said. "They'll also have an opportunity to develop proficiency in industry-standard tools like Excel, Python, Rapid Miner, Tableau and Power BI."

"By engaging directly with business analytics in practical, hands-on settings, our students develop the skills and confidence to apply these tools effectively," Caglar added. "This comprehensive curriculum not only equips them to compete in a dynamic business environment but empowers them to excel as leaders and innovators."

The 12 credit-hour certificate includes three required classes — Advanced Business Analytics with Python, AI for Business and Business Data Exploration and Visualization — and one elective. After fulfilling the core requirements, students take one additional course in Research and Analytics, Social and Online Marketing, or Accounting Analytics.

The Freeman School launched its undergraduate certificates program in 2024 to expand the Bachelor of Science in Management (BSM) curriculum by offering specialized instruction in high-demand fields. In addition to Business Analytics and AI, Freeman currently offers certificates in Energy, Hospitality, Real Estate Finance and Sports Management.

Registration for the Business Analytics and AI Certificate Program is now open. Students interested in enrolling should speak with an academic advisor.