CPTR1015 - Business Applications of Artificial Intelligence

Credits:	3 (2/1/0)
Description:	Students are introduced to the ways that artificial intelligence (AI) is changing contemporary businesses in this course. Students will investigate AI-powered applications in a range of business domains, including marketing, finance, operations, human resources and decision making. The course prepares students for careers in a technology-driven business environment by emphasizing real-world applications, hands-on tool exploration, ethical considerations and innovation strategies.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Study current capabilities and applications and their future potential. 2. Leverage generative AI models and simulations for prediction. 3. Identify how artificial technology can be used in risk reduction and fraud detection. 4. Employ no-code and low-code AI tools to build business-focused AI solutions. 5. Identify pitfalls associated with artificial technology. 6. Apply AI concepts to real-world business functions, such as marketing, finance, operations and human resources. 7. Explain the role of AI in modern business and distinguish it from traditional automation.
MnTC goal areas:	None

Can be taking as a Prerequisite or Corequisite.

© 2026 Minnesota State Community and Technical College.
We reserve the right to periodically update information without notice.
The information in this publication should not be regarded as contractual in nature.