Nebraska Wesleyan University

BUSAD 5600 General AI For Managers

Catalog

2025-2026

Course Description

Generative AI (GenAI) is ushering in a new age of productivity in business. Managers who ineffectively adopt it risk being outpaced by forward-thinking competitors. This course equips students to drive impact in any industry using GenAI tools. You'll learn to engineer effective prompts, integrate AI into workflows, and develop innovative GenAI solutions, as well as explore ethical considerations and future trends.

Course Hours

3 hours

Departments

1. Business Administration (Graduate)