AI PROGRAMS FROM THE WISCONSIN SCHOOL OF BUSINESS AND THE AI HUB FOR BUSINESS

You've used AI. Now lead with it.

Learn to lead AI across your organization, use AI to solve a business problem, or get practical skills training for HR, Marketing, or Sales. Find the program that fits your next step.

New: The AI Leadership Certificate

Three interactive online courses, January–March 2027.

uwcped.org/ai-leadership-certificate

WISCONSIN SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN–MADISON

CENTER FOR PROFESSIONAL & EXECUTIVE DEVELOPMENT

Learn to lead AI at work, in three months.

Three interactive online courses designed for working professionals and taught by instructors from the Wisconsin School of Business and the AI Hub for Business. Each course includes a hands-on, interactive online weekend. You'll finish with a Wisconsin School of Business certificate and MBA Badge and hands-on experience solving real business problems with AI.

What you walk away with

A certificate and MBA Badge

You'll earn the AI Leadership Certificate and MBA Badge from the Wisconsin School of Business Center for Professional & Executive Development.

Hands-on work on real business problems

In each course, you'll work with classmates to apply AI to real business problems, with coaching from Wisconsin School of Business and AI Hub for Business instructors.

STARTS JANUARY 6, 2027	LIVE ONLINE WEDNESDAYS	INTERACTIVE ONLINE WEEKEND EACH MONTH	NO APPLICATION TO ENROLL

Choose how to start

BEST VALUE

Full certificate

$7,500

All three courses, January–March 2027.

Start with Course 1

$2,800

Beyond the Prompt, January 6–27. Continue into Courses 2 and 3 for $4,900 by January 27.

Wisconsin School of Business alumni and teams of three or more save 10%. Discounts can't be combined.

What you'll do each month

Each course builds on the last. In January, you'll build a working AI prototype with a team. In February, you'll learn to make the business case for AI. In March, you'll look ahead at how AI is reshaping management, competition and the future of work, so you can lead those changes instead of reacting to them.

JANUARY · Katie Gaertner

Beyond the Prompt: Building AI Fluency That Lasts

The professionals who know how to use AI are already pulling ahead. Don't get left behind. Work with a team to spot the friction in your organization, then build a working AI prototype to fix it.

"The best class I've taken in this entire MBA program."

—Wisconsin School of Business Professional MBA Student

FEBRUARY · Matt Seitz

From Strategy to Scale: AI and the Organization

Adopting AI isn't a strategy. You'll learn how AI is changing your industry's economics, decide where your organization should compete, and build the business case, roll-out plan and governance to turn that strategy into results.

"Matt was one of the best instructors I've had during the PMBA program."

—Wisconsin School of Business Professional MBA Student

MARCH · Min-Seok Pang

Leading What's Next: AI and the Future of Management

You'll look at how AI is changing the future of work, competition and management, so you can be prepared to lead your organization through it.

"This course delivered on its title to teach about the future of AI."

—Wisconsin School of Business Professional MBA Student

Designed for working professionals

Classes meet live online on Wednesdays, and each course includes a hands-on, interactive online weekend for group projects and presentations. Nothing requires travel.

Between classes, you'll get curated readings and videos on what's happening in AI right now, chosen by faculty and kept up to date as the field moves.

Meet the faculty

Academic rigor and real-world AI experience in every class.

Katie Gaertner

Lecturer, Wisconsin School of Business

Teaches *Beyond the Prompt* and *Business Analytics for Data-Driven Leadership*

Faculty member at the Wisconsin School of Business, where she teaches business analytics, cloud technology, and artificial intelligence. Consults and speaks with organizations across industries to demystify AI and build confident engagement with technology at all technical levels. Former machine learning engineer and cloud data strategy lead in the finance industry. MS in Data Science, Northwestern University.

Matt Seitz

Executive Director, AI Hub for Business

Teaches *From Strategy to Scale* and *Leading Enterprise AI Transformation*

During 14 years at Google, he led the $16 billion U.S. retail search business and built Google's retail analytics program. Before Google, he spent 16 years implementing technology at manufacturers, McDonald's and Abbott Laboratories. Today he advises Fortune 500 companies on AI and writes the AI InSeitz newsletter, read by over 3,500 subscribers. MBA, Kellogg School of Management.

Min-Seok Pang

Karen A. and William S. Monfre Professor in Business

Teaches *Leading What's Next*

Professor of Information Systems and Analytics whose research examines the economic and social effects of digital technology, from data breaches to the political economy of technology to employment in IT professions. Published in MIS Quarterly, Management Science, Information Systems Research and Organization Science; associate editor of Information Systems Research. Winner of the INFORMS Information Systems Society's Sandra A. Slaughter Early Career Award. Joined the Wisconsin School of Business in 2024 from Temple University's Fox School of Business. PhD, University of Michigan Ross School of Business.

Cody Baldwin

Director, Master's in Business Analytics program, UW–Madison

Teaches *Business Analytics for Data-Driven Leadership*

Before academia, a senior project manager at HP, where he led teams in six countries on a $60 million analytics portfolio. The program processed more than 50 billion data records and supported 25 projects, including machine learning models and executive dashboards. Teaches analytics, cloud computing, data warehousing, statistics and programming. MBA, Virginia Tech; certified PMP, Scrum Master and Lean Six Sigma Black Belt.

> **"Matt was one of the best instructors I've had during the PMBA program."**
>
> —WISCONSIN SCHOOL OF BUSINESS PROFESSIONAL MBA STUDENT

More ways to lead with AI

In-person programs for leaders and teams, taught by the same faculty.

Leading Enterprise AI Transformation

Two days in person with AI expert Matt Seitz. Build your organization's AI strategy, governance framework and roadmap, and leave with the tools to put them to work immediately.

Takeaways include an executive AI leadership readiness assessment, an AI operating maturity roadmap, an AI governance framework and an executive implementation toolkit.

$3,795 · In person · $3,415.50 each for 3+

A strategy session for your executive team

Matt will create a customized, executive-level AI strategy session for your leadership team, built around your organization's goals and challenges.

Talk with our team: 800-292-8964

Business Analytics for Data-Driven Leadership

Three days in person for leaders outside the data science field who want to learn more: learn to spot AI and analytics opportunities, make data-supported decisions and work better with data science teams. Taught by Katie Gaertner and Cody Baldwin.

$2,495 · April 14–16, 2027 · $2,245.50 each for 3+

ONLINE AI SKILLS COURSES

Practical skills training for a specific role

Self-paced, 4–5-week courses that build practical AI skills for a specific role. Each awards a certificate of completion. Offered in partnership with Ziplines Education.

AI for Sales · AI Automation and Agentic AI Basics · AI Essentials · AI for Marketing · AI for HR Professionals · Vibe Coding

FOR YOUR ORGANIZATION

Bring AI learning to your team

Every program in this brochure can be delivered for your organization, on-site or online, and shaped around your goals.

10% off for teams of three or more

Sending three or more people to an open-enrollment program? Your team saves 10%.

Easy to approve

- Invoice and purchase-order billing
- Using remaining 2026 budget? Invoice by December 15 for a January start.

Do I need to apply?

No. Register and start.

How much time does it take?

One live online Wednesday class a week and one hands-on, interactive online weekend a month, designed to fit around a full-time job.

Can I take just one course?

Yes. Everyone starts with *Beyond the Prompt*, and can continue for $4,900 by January 27.

Talk with our team

Plan a team enrollment, a custom program or an executive strategy session.

uwcped.org/ai-leadership-certificate

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