Applied-AI and Catholic Universities

Supply, Demand, and Opportunity

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Introduction

This report seeks to discuss our opportunities as a business school in connection with applied AI offerings. It is based on two primary sources of data: a comparative study of 25 Catholic institutions offering 4-year programs in Business and Management (Exhibit I), including key metrics such as acceptance rates, SAT ranges, net prices, and overall institutional ratings and web searches examining applied AI offerings across leading Catholic universities (Exhibit II), detailing specific programs and specializations currently available.

Analysis of Catholic AI Educational Landscape

The data reveals a complex and evolving landscape in Catholic higher education, particularly in the emerging field of AI and its integration with business education. It is possible to identify market segmentation, competitive positioning, and strategic opportunities within the Catholic university system. The findings suggest significant untapped potential in AI education, particularly in programs combining technical expertise with Catholic ethical frameworks.

> *[There is a] significant untapped potential in AI education [...] combining technical expertise with Catholic ethical frameworks.*

We have identified clear market tiers, program gaps, and strategic opportunities that could position The Catholic University of America advantageously in this growing market. The following detailed analysis explores these findings through five key dimensions: market structure, program development status, competitive positioning, market opportunities, and strategic recommendations for implementation.

Market Structure Analysis

The Catholic higher education market in AI and business shows clear stratification across three distinct tiers. The Premium Tier, led by institutions like Georgetown, Notre Dame, and Boston College, commands exceptional student quality with SAT scores above 1400 and acceptance rates below 20%. These institutions have established themselves as academic powerhouses, leveraging their prestigious brands to attract top talent. The Mid-Tier segment, including Villanova, University of San Diego, and Loyola Marymount, operates in a sweet spot of academic quality and accessibility, with SAT ranges between 1200-1400 and moderate selectivity. The Emerging Tier, where Catholic University currently resides, serves a broader student population with SAT ranges of 1020-1230 and higher acceptance rates.

Current State of AI Program Development

The landscape of AI education within Catholic institutions reveals leadership and significant gaps. Georgetown has taken a decisive lead with its comprehensive Applied Intelligence program, while Villanova has carved out a niche with its specialized MBA track in AI and Machine Learning. The University of San Diego has made bold moves with a dedicated Master's in Applied AI. However, a striking gap exists in undergraduate AI education across all tiers. More notably, there's a profound absence of programs meaningfully integrating Catholic ethical frameworks with AI education. The executive education space in AI remains untapped, presenting a significant opportunity for first-mover advantage.

Catholic University's Competitive Position

Catholic University's Washington, DC, location presents a unique strategic advantage in the AI education space. The proximity to federal agencies, tech policymakers, and a growing tech sector creates unparalleled industry partnerships and student placement opportunities. While the current acceptance rate of 86% and SAT range of 1020-1230 position the university in the emerging tier, these metrics should be viewed as opportunities rather than limitations. However, the current net price of $36,031 places significant pressure on demonstrating value propositions to prospective students and their families.

Market Opportunity and Differentiation

The most compelling opportunity lies in creating distinctive AI offerings that authentically integrate Catholic social teaching with cutting-edge technology education. The Busch School could establish itself as the leader in responsible AI education by becoming the first Catholic institution to offer, for example, a comprehensive undergraduate AI specialization grounded in ethical frameworks. This approach would extend beyond traditional technical training to encompass moral philosophy, social impact assessment, and ethical governance frameworks. The program could be further distinguished through deep industry integration, featuring theoretical coursework and practical applications through corporate partnerships, guaranteed internships, and real-world project experience.

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Student Trends in AI Business Education

The landscape of student demand in business education is experiencing a transformative shift toward artificial intelligence integration, as evidenced by recent comprehensive research from the Graduate Management Admission Council (GMAC). According to the 2024 GMAC Prospective Students Survey, there is a remarkable surge in student interest in AI-focused business education, with a dramatic 38% year-over-year increase[1] in candidate demand for AI content in their curricula. Most tellingly, two-fifths[2] of prospective students now consider AI education desirable and essential to their educational journey.

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[1] Graduate Management Admission Council, "2024 GMAC Prospective Students Survey Summary Report" (Graduate Management Admission Council Research Library, 2024), 25.
[2] GMAC, "Prospective Students Survey," 25.

This shifting student preference reflects a more profound understanding among the next generation of business leaders about the transformative role of AI in the corporate world. The data suggests several key insights.

Generational Shift in Educational Expectations

Today's business school candidates are increasingly technologically savvy and expect their education to prepare them for an AI-driven business environment. They recognize that more than traditional business curricula are needed to prepare them for the rapidly evolving workplace. This generation of students views AI competency not as a specialized skill but as a fundamental component of business literacy.

Career Preparation Priorities

Students are acutely aware of industry trends, with many expressing concern about future-proofing careers. The strong demand for AI education is driven by students' recognition that AI literacy will be a crucial differentiator in their career trajectories. This awareness is particularly pronounced among those targeting roles in the consulting, technology, and financial services sectors.

> [There is a] dramatic 38% y-o-y increase in [student] demand for AI content in their curricula.

Program Selection Criteria

The GMAC data indicates that AI content significantly influences program selection decisions. Students are increasingly evaluating business programs based on their AI offerings, with many willing to prioritize institutions that provide robust AI integration in their curriculum. This trend suggests that universities without strong AI components face challenges in attracting top talent.

Market Implications for Catholic University

For The Catholic University of America, this trend presents both an opportunity and an imperative. The 38% growth in AI demand among prospective students signals a clear market direction that cannot be ignored. Considering our strategic positioning, this data suggests that developing strong AI offerings is not just about academic innovation but also about meeting market demand and ensuring our continued competitiveness in business education.

Financial Implications

The strong student demand for AI education also suggests potential pricing power for programs that effectively integrate AI into their curricula. Students are willing to invest in education that will provide them with crucial AI competencies, potentially supporting premium pricing for well-designed AI-focused programs.

Strategic Opportunities Based on Student Trends

Curriculum Development: Highlight an AI-integrated business curriculum that responds to this market demand while maintaining our Catholic identity and ethical framework.

Marketing Focus: Emphasize our AI offerings in recruitment materials and communications, highlighting how our program meets this growing student demand.

Career Services Integration: Strengthen partnerships with AI-focused employers and develop clear career pathways for students interested in AI-related business roles.

Faculty Development: Invest in faculty training and recruitment to ensure we can deliver high-quality AI education that meets student expectations.

Student Support Services: Develop additional resources and support services to help students succeed in AI-focused coursework.

This student demand data supports our strategic initiative to strengthen AI education at The Busch School. The 38% growth in demand represents a trend and a fundamental shift in student expectations for business education. By responding proactively to these changing student preferences, we can position ourselves advantageously in the competitive landscape

of Catholic business education while fulfilling our mission to prepare students for the future of business leadership.

Exhibits

I - Market Research - List of Catholic Institutions

List of Catholic Institutions with 4-year programs and Business & Management areas of study.
URL:
https://www.niche.com/colleges/search/best-colleges-for-business/?religion=catholic&type=private&type=public

University	Location	Ratings (out of 5)	Reviews	Overall Niche Grade	Acceptance rate	Net price	SAT range
Georgetown University	Washington, DC	3.81	1,289	A+	12%	$35,566	1410-1560
University of Notre Dame	Notre Dame, IN	3.98	1,445	A+	13%	$28,474	1450-1550
University of San Diego	San Diego, CA	3.7	1,990	A-	53%	$36,008	1190-1370
Villanova University	Villanova, PA	3.74	1,589	A+	23%	$34,837	1360-1500
Boston College	Chestnut Hill, MA	3.67	1,627	A+	17%	$30,559	1430-1540
University of St. Thomas - Minnesota	Saint Paul, MN	3.85	1,326	A-	77%	$30,137	1200-1390
Loyola Marymount University	Los Angeles, CA	3.78	1,781	A-	41%	$52,815	1300-1460
DePaul University	Chicago, IL	3.78	3,754	B+	70%	$32,151	1070-1300
Fairfield University	Fairfield, CT	3.61	887	A-	52%	$46,065	1240-1370
Saint Joseph's University	Philadelphia, PA	3.61	1,122	B+	89%	$33,777	1150-1330
Gonzaga University	Spokane, WA	3.88	1,472	B+	70%	$38,727	1210-1410
Santa Clara University	Santa Clara, CA	3.76	1,498	A	52%	$50,551	1290-1480
Seton Hall University	South Orange, NJ	3.74	2,223	B+	75%	$33,472	1230-1390
The Catholic University of America	Washington, DC	3.48	1,006	B+	86%	$36,031	1020-1230
Fordham University	Bronx, NY	3.76	2,635	B	54%	$43,943	1320-1480
St. Bonaventure University	Saint Bonaventure,	3.65	486	B+	81%	$26,004	1050-1220

University	Location	Ratings (out of 5)	Reviews	Overall Niche Grade	Acceptance rate	Net price	SAT range
	NY						
University of the Incarnate Word	San Antonio, TX	3.82	1,909	B	94%	$20,832	910-1150
Loyola University Maryland	Baltimore, MD	3.61	1,109	B	83%	$33,312	1180-1360
University of Dayton	Dayton, OH	3.9	1,509	A	74%	$30,590	1140-1350
Saint Mary's University of Minnesota	Winona, MN	3.7	581	B	97%	$22,843	1030-1200
University of Dallas	Irving, TX	3.8	548	B+	59%	$27,250	1170-1400
Salve Regina University	Newport, RI	3.72	857	B	70%	$37,997	1130-1280
Seattle University	Seattle, WA	3.72	1,038	B+	85%	$35,412	1150-1380
Marquette University	Milwaukee, WI	3.65	2,194	B+	87%	$33,136	1170-1360
Spring Hill College	Mobile, AL	3.71	461	B	73%	$21,018	1110-1230

II - Market Research - Applied AI Offerings

University	Offerings
Georgetown University	Georgetown SCS https://scs.georgetown.edu › programs › master-of-prof... Online - Online Master's in Artificial Intelligence Management, Online - Online Master's in Public Relations & Corporate Communications, Online - Online ... Curriculum · How to Apply · Course Schedule · Faculty
University of Notre Dame	The University of Notre Dame offers a variety of courses, programs, and minors related to artificial intelligence and business, including: MSBA curriculum The Mendoza College of Business offers a Master of Science in Business Analytics (MSBA) curriculum that includes courses on cloud computing, data management, data wrangling, and machine learning. Bachelor of Arts in Artificial Intelligence This major is available as a second major for Bachelor of Arts students and provides a foundation in AI and computer science. AI courses The New AI Project offers courses that introduce the technical basis and historical development of AI technology, as well as epistemological and ethical issues related to AI. Business Technology and Analytics Minor This minor includes a course that teaches students how to present data clearly and effectively using storytelling techniques. Idzik Computing and Digital Technologies Minor This minor includes a course that provides students with practical exposure to information security topics and prepares them to take the Security+ certification exam. The University of Notre Dame is also actively exploring the potential impact of AI on teaching, learning, research, and other functions.
University of San Diego	University of San Diego https://www.sandiego.edu › engineering › graduate › ms... The University of San Diego's online Applied Artificial Intelligence master's degree program (MS-AAI) was designed in collaboration with key industry ...
Villanova University	Villanova University https://www1.villanova.edu › mba › specializations › aiml Applied Artificial Intelligence (AI) and Machine Learning (ML) capabilities are transforming our business communities and our leaders.
Boston College	Boston College https://www.bc.edu › wcas › graduate › masters-programs Use machine learning and artificial intelligence tools and approaches to leverage data for business and policy decisions; Draw insights from analytics and ...
University of St. Thomas - Minnesota	University of St. Thomas https://software.stthomas.edu › degree › certificates › ap... The Graduate Certificate in Applied AI is specifically designed for professionals aiming to broaden their expertise in the latest artificial intelligence ... Convenient Schedule · Course Delivery Mode · Attend An Information...

University	Offerings
Loyola Marymount University	Loyola Marymount University https://careers.lmu.edu › classes › artificial-intelligence-... Artificial intelligence is changing application security in three significant and exciting ways: how hackers conduct attacks, how application security ... Loyola Marymount University https://cse.lmu.edu › graduateprograms › mscs › progra... Collaborative and Interdisciplinary. Study alongside faculty with research focuses in artificial intelligence, data analytics, experimental design, decision ...
DePaul University	DePaul CDM https://www.cdm.depaul.edu › Pages › current › Requir... Required Courses ; CSC 421 Applied Algorithms and Structures ; CSC 480 Artificial Intelligence I ; CSC 484 Ethics in Artificial Intelligence ; CSC 578 Neural ... Artificial Intelligence · Curriculum Requirements · Major Electives DePaul CDM https://www.cdm.depaul.edu › academics › Pages › Maj... Minor in Animation Technical Director. Artificial Intelligence, MS in Artificial Intelligence. Business Information Technology, MS in Business Information ...
Fairfield University	Fairfield University offers a variety of courses, programs, and majors related to business and artificial intelligence, including: Master of Science in Business Analytics (MSBA) This program includes an artificial intelligence specialization, and offers hands-on experience with tools like Python, R, Tableau, SQL, and Excel. Students learn to analyze business problems using quantitative modeling and spreadsheet software. Business Analytics Major and Minor Students learn about modern tools like artificial intelligence, machine learning, and big data, and apply them to business scenarios in finance, marketing, accounting, and management. Master of Science in Data Science (MSDS) Students can choose a concentration area like computational analytics, bioinformatics, or social analytics. Master of Science in Financial Technology Students learn about the ethical considerations associated with financial technology, including artificial intelligence and machine learning.
Saint Joseph's University	Saint Joseph's University https://www.sju.edu › academics › business-degree-pro... Filter by · Agribusiness Certificate · Applied Investment Analysis Certificate · Artificial Intelligence Certificate · Business Administration Graduate Certificate. university-tour.com https://sju.university-tour.com › academics › erivan-k-h... And what we do with the innovation lab is we bring in a lot of guest speakers, people are at the cutting edge of machine learning or artificial intelligence ...
Gonzaga University	Gonzaga University https://www.gonzaga.edu › academics › ai-leadership Gonzaga's online Leadership in the AI Revolution Graduate Certificate empowers you to navigate the evolving landscape of Artificial Intelligence (AI) with ...

University	Offerings
Santa Clara University	Santa Clara University https://www.scu.edu › business › isa › academics › grad... OMIS 374 : Artificial Intelligence. Survey of basic concepts in artificial intelligence and their applications for business-oriented problems. Production ...
Seton Hall University	Seton Hall University https://catalogue.shu.edu › graduate › stillman-school-bu... This course is designed to explore the intersection of finance and technology with an emphasis on recent development of artificial intelligence. It will ... Seton Hall University https://catalogue.shu.edu › catalogcontents 3+2 B.S. in Physics from Seton Hall University/M.S. in Engineering or Artificial Intelligence from Stevens Institute of Technology ... Business Analytics Major ...
The Catholic University of America	The Catholic University of America https://engineering.catholic.edu › data-analytics › masters Introduction to Artificial Intelligence; Introduction to Neural Network; Introduction to Deep Learning; Practices for Big Data; Business Data Analytics ...
Fordham University	Fordham University https://www.fordham.edu › ms-programs › artificial-intel... 30-credit, STEM Designated Master of Science in Artificial Intelligence in Business that is designed to prepare the next generation of business professionals. bulletin.fordham.edu https://bulletin.fordham.edu › gabelli-graduate › artifici... The MS in artificial intelligence in business (MSAIB) is designed for a diverse group of forward-thinking professionals.
St. Bonaventure University	St. Bonaventure University https://catalog.sbu.edu › undergraduate › courses › bis The focus of this course is on business productivity software applications and ... artificial intelligence, and new information technologies. BIS-410 E ...
University of the Incarnate Word	The University of the Incarnate Word (UIW) offers a course on cognitive bias and applied decision making strategies in business: CBDMBUS 6001: Cognitive Bias and Applied Decision Making Strategies in Business UIW is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) and offers associate, baccalaureate, masters, doctorate, and professional degrees.
Loyola University Maryland	Loyola University Maryland https://aspire-cart.loyola.edu › catalog › pagename=Cour... All Courses ; Application, Data, and Host Security Scenarios ; Artificial Intelligence for HR Professionals ; Artificial Intelligence for Marketing Professionals. Loyola University Maryland https://loyola.catalog.acalog.com › preview_course_nopop Provides an introduction to artificial intelligence (AI), including generative AI, for business uses. The course focuses on creating an understanding of AI ...

University	Offerings
University of Dayton	University of Dayton https://catalog.udayton.edu › programsofstudy › manage... The MIS major at the University of Dayton is designed primarily to develop business systems analysts. ... Introduction to artificial intelligence and expert and ...
Saint Mary's University of Minnesota	Saint Mary's University of Minnesota https://www.smumn.edu › online-artificial-intelligence-... Saint Mary's online Artificial Intelligence certification program provides a foundational introduction to big data, IoT, and artificial intelligence. You will ... Graduate Certificates | Saint Mary's University MN Saint Mary's University of Minnesota https://www.smumn.edu › ... › Graduate Certificates Graduate Certificates Available · Accounting Leadership · Addiction Studies · Artificial Intelligence · Business Anatlytics · Catholic School Leadership · Charter ... Online Master's in Business Intelligence and Data Analytics ... Saint Mary's University of Minnesota https://www.smumn.edu › masters-in-business-intelligen... BIDA) program at Saint Mary's University of Minnesota. You'll build business intelligence, artificial intelligence, and big-data analytics skills that directly ... Admissions · Tuition & Fees · What You'll Learn
University of Dallas	Master of Science in Business Analytics and Artificial ... The University of Texas at Dallas https://www.utdallas.edu › fact-sheets › jsom › ms-busine... The Master of Science in Business Analytics and Artificial intelligence degree at UT Dallas prepares graduates for jobs as data scientists, data engineers, ... Graduate Business Academic Programs University of Dallas https://udallas.edu › academics › college-of-business › a... ... Business. All Masters programs can be completed within 18 – 24 months ... MS Data Science & Artificial Intelligence, 36. MS Finance, 33. Master of ... The Dallas MBA. And More · Business Administration, DBA · MS Business Analytics

University	Offerings
Salve Regina University	Fall 2024 Catalog (PDF) Salve Regina University https://salve.edu › document › fall-2024-circle-of-... PDF Aug 20, 2024 — Artificial intelligence is revolutionizing workplace efficiency and is being leveraged to boost productivity across industries. This seminar ... Business Intelligence for Organizational Progress Salve Regina University https://salve.edu › graduate-and-professional-studies › bu... Salve Regina University's flexible and stackable graduate certificate in business ... artificial intelligence, ethical considerations and holistic approaches to ... Cyberthreat Management and Response Salve Regina University https://salve.edu › graduate-and-professional-studies › cy... Students also gain insights into the latest developments in cybersecurity, including the integration of artificial intelligence for threat analysis and ...
Seattle University	Program: Master of Science in Data Science Seattle University https://catalog.seattleu.edu › preview_program CPSC 5610 - Artificial Intelligence 5 credit hours; CRJS 5240 - Crime Mapping 3 credit hours; ECON 5305 - Economics and Business Forecasting 3 credit hours; IS ... Master of Science in Business Analytics: Online Program Seattle University https://catalog.seattleu.edu › preview_program Choose one: · OMSBA 5068 - Artificial Intelligence for Business 3 credit hours · OMSBA 5950 - Internship for Credit 3 credit hours · OMSBA 5960 - Independent Study ...

University	Offerings
Marquette University	Artificial Intelligence // Business // Marquette University Marquette University https://www.marquette.edu › business › artificial-intellige... Applied learning experiences give our students hands-on experience with the artificial intelligence tools relevant to their disciplines, preparing them for ... Graduate Certificates // Business // Marquette University Marquette University https://www.marquette.edu › business › certificates Artificial Intelligence · Faculty · Faculty & Staff Directory · Dean's Office ... Our 15-credit certificate programs are designed for working professionals ...
Spring Hill College	www.shc.edu https://www.shc.edu › uploads › 2023/11 › 2023... PDF Business and Applied Technology/Health Care Management (BS-Major) ... Any and all use of generative Artificial Intelligence on graded academic work without the.