

# MSI Launches Certified AI Business Management Professional Certification for Modern Business Leaders

*New online certification teaches managers to apply AI to strategy, operations, and leadership - no technical background or experience required.*

DOWNTOWN, PA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Management and Strategy Institute](#) (MSI), a recognized leader in professional certification and business training, today announced the launch of the [Certified AI Business Management Professional certification](#), a new online program designed to help business professionals confidently lead in an era where artificial intelligence is reshaping nearly every function of modern management.



The launch comes at a pivotal moment for business leaders. Artificial intelligence is no longer an emerging trend confined to technology companies - it has become a core capability that managers across every industry are expected to understand and apply. Yet for many professionals, that expectation has arrived faster than their training has kept up, leaving a widening gap between what leadership roles now demand and what most managers were ever taught.

That gap is the real challenge at the center of this story. It isn't a single competitor or a single company causing the disruption - it's the pace of change itself, and the uncertainty it creates. Managers who don't build a working understanding of how AI applies to planning, operations, hiring, and customer relationships risk being outpaced by peers who do, watching promotions go to colleagues who speak confidently about AI while they struggle to keep up. Businesses that fail to develop this capability internally risk losing ground to competitors who adapt faster, make sharper data-driven decisions, and operate more efficiently. Left unaddressed, this gap doesn't just slow down individual careers - it can stall entire organizations at a time when the businesses

around them are moving forward.

The Certified AI Business Management Professional certification was built specifically to close that gap. The program combines core business management fundamentals, including planning, organizing, leading, and controlling, with practical instruction on how AI tools apply to strategic planning, daily operations, people management, and marketing and sales. Rather than treating AI as an abstract or purely technical subject, the course focuses on real-world application, teaching learners how to use AI for tasks like forecasting, workflow automation, performance management, and customer engagement, while also addressing the ethical considerations, such as bias and data privacy, that responsible AI use requires.

"Every manager is being asked to lead in a business environment that looks completely different than it did even a few years ago, and most were never given a clear roadmap for how to do that," said Michael DiLeo, Managing Director at Management and Strategy Institute. "This certification exists to give professionals that roadmap. It's not about becoming a technical expert in AI. It's about understanding how to apply it confidently and responsibly to the job of managing people, operations, and strategy, which is exactly what today's business leaders need."

The certification is designed for working adults with no prior background in either business management theory or artificial intelligence. Delivered entirely online, the self-paced program uses clear, conversational instruction to make the material accessible to professionals balancing full-time careers, and it culminates in a capstone project that allows learners to apply what they've learned to a real or simulated business scenario.

For professionals, the certification offers a clear path forward: a credential that demonstrates not just familiarity with AI, but the ability to apply it meaningfully across every part of running a business. For organizations, it offers a way to build internal AI capability without waiting for the market to force their hand. In either case, the outcome is the same - professionals and businesses that move from uncertainty about AI to genuine, applied confidence in using it.

The Certified AI Business Management Professional certification is now open for enrollment at [MSIcertified.com](https://MSIcertified.com).

### About Management and Strategy Institute

Management and Strategy Institute (MSI) is a [globally recognized provider of professional certification](#) and business training programs, including Six Sigma, Lean, Project Management, Leadership, and Ethics certifications. MSI is committed to helping professionals and organizations build practical, in-demand skills through accessible, self-paced online training. For more information, visit [MSIcertified.com](https://MSIcertified.com).

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