

Bisk Partners with Michigan State University to Launch New AI & Business Analytics Certificate Series for Professionals

TAMPA, FL, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [Bisk](#), a premier online education provider, announced the launch of a new AI & Business Analytics certificate course series developed in partnership with [Michigan State University \(MSU\)](#), their partner in online education for more than a decade. The series features four short, 100% online courses designed to help working professionals lead their teams, evaluate AI strategy, and interpret data-driven insights in an increasingly AI-enabled workplace.



As artificial intelligence continues to reshape how organizations operate, compete, and make decisions, many managers find themselves caught between pressure to adopt AI quickly and teams that are uncertain, under-resourced, or resistant to change. Bisk worked closely with Michigan State University's faculty and academic leadership to build a course series that closes that gap — equipping professionals with practical, role-specific skills rather than technical training in building AI systems themselves.

"Managers today aren't just being asked to use new tools, they're being asked to lead people through a transformation most organizations are still figuring out in real time," said Bisk's Workforce and Education Senior Director, Matt Sargent. "In more than a decade of partnership with Michigan State, we've built the kind of collaboration that lets us move quickly on exactly the challenges managers are facing right now, whether that's steadying a team through change, evaluating AI strategy, or learning to interpret an analytics report with confidence."

Four Courses, Four Distinct Approaches to AI in the Workplace

Each certificate course is delivered entirely online, with no technical or data science background required to enroll:

Leading in the Age of AI and Machine Learning

Next start date: October 1, 2026 | Four-week course

Built for frontline and early-career managers, this course focuses on the human side of AI adoption — building trust, managing resistance, and applying frameworks like Kolb's Learning Styles and Tuckman's team development model to guide teams through uncertainty toward confident, sustained performance.

Mastering Data-Driven Management and Decision Making

Next start date: October 1, 2026 | Eight-week course

Designed for professionals who rely on analytics and AI outputs to inform decisions, this course builds the literacy to critically interpret those outputs — understanding how analytics and AI systems produce insights, without requiring learners to build the underlying models themselves.

Applying Business Analytics — Using AI Techniques and Data Visualization

Next start date: October 1, 2026 | Eight-week course

Designed for professionals who work hands-on with data, this course provides applied experience using tools such as Excel and Power BI to build visualizations, interpret regression models, and apply AI-assisted techniques like clustering and classification to real business problems.

Strategic Leadership in the Era of AI and Advanced Machine Learning

Next start date: November 1, 2026 | Four-week course

Built for mid-level and functional managers, this course focuses on the organizational and strategic side of AI adoption — evaluating opportunities, overcoming institutional resistance, and scaling AI initiatives responsibly across teams and functions.

A Partnership Built for Real Organizational Needs

The four courses are designed to complement one another, allowing professionals to build a course plan suited to their specific role, whether that means pairing a leadership-focused course with an analytics-focused one, or progressing from frontline to strategic leadership content as their responsibilities grow.

"AI literacy isn't one skill, it looks different depending on whether you're managing a team, setting strategy, or interpreting a dashboard," said David J. Frayer, Ph.D., assistant dean, outreach & engagement in the Broad College of Business at MSU. "By bringing our academic strength together with Bisk's expertise in online education and market insight, we've built a series that serves the manager keeping their team steady through change just as well as the analyst defending a regression model to a room full of stakeholders."

Enrollment Now Open

Enrollment is open now for all four courses. Leading in the Age of AI and Machine Learning, Mastering Data-Driven Management and Decision Making, and Applying Business Analytics — Using AI Techniques and Data Visualization begin October 1, 2026. Strategic Leadership in the Era of AI and Advanced Machine Learning begins November 1, 2026.

For full curriculum details, tuition information, and registration, visit <https://www.michiganstateuniversityonline.com/programs/business-analytics/>

About Bisk

Bisk Education partners with leading institutions to deliver online degree and certificate programs to learners around the world. We provide the resources, expertise and technology to help institutions, corporations and learners thrive.

For more than 50 years, we have supported more than one million enrollments for universities such as Michigan State University, University of South Florida, Emory University, Southern Methodist University, Eastern Connecticut State University, University of Missouri-St. Louis, Kelley School of Business and others.

Our mission is to Education and Elevate - through transformational learning experiences.

To learn more, visit bisk.com.

About Michigan State University

Michigan State University has been advancing the common good with uncommon will for more than 165 years. One of the world's leading research universities, MSU pushes the boundaries of discovery to make a better, safer, healthier world for all while providing life-changing opportunities to a diverse and inclusive academic community through more than 200 programs of study in 17 degree-granting colleges.

About the Broad College of Business

Broad Spartans work hard, work smart, and work together to cultivate excellence in the next generation of global business leaders through boundary-pushing research, participative learning experiences, and meaningful community engagement.

Communications & Brand Strategy

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