



Your Partner in AI Transformation

A decade of AI research, faculty embedded in industry, and a delivery platform companies trust.

#1

UTD per capita productivity

Olin is ranked #1 in per capita research productivity in the UTD Top 100 Business School Rankings and #14 overall in academic research in the U.S. by the Financial Times. Our faculty expertise is the foundation for our school, and we're known as **one of the most industry-embedded schools in the world**. Our faculty partner closely with countless industries to develop new business insights and drive value for organizations.

8

of last 10 Olin Award winners in AI

Three years before Anthropic's founding, Olin's faculty were already being recognized for AI research. Of the last 10 winners of the Olin Award, eight advanced AI and machine-learning scholarship — **a track record in AI spanning a full decade**. Olin faculty have built innovative tools that have been deployed across industries and have partnered directly with businesses to create value. A new AI Research Excellence Fund (\$300K) deepens the investment.

14

AI-centered courses

Olin has created 14 new AI-centered courses now running across degree programs — a direct product of that research foundation. Faculty scholarship has driven **program innovations that have been covered by multiple national publications**. One of those innovations is a new MS in AI for Business, one of the first of its kind in the country. Additionally, faculty have built out new program tracks, open enrollment offerings, and workshops for professionals.

FACULTY SPOTLIGHT: PROF. DENNIS ZHANG

Fellow, OpenAI



» Dennis has partnered with companies to use AI to improve business decisions and create millions in enterprise value

» PhD Northwestern Kellogg

» 2×Olin Award

» 4,300+ citations

PARTNERSHIPS



HOW WE DELIVER: Three engines connect Olin's research capabilities to organizational outcomes.

» Custom Programs and Executive Education

Engagements built around strategic challenges and personnel growth. Current partners include Enterprise, USTRANSCOM, Edward Jones, Boeing, Bunzl, and Purina.

» Center for Experiential Learning

Faculty-led consulting and student project teams. Home to the AI Hub — students applying AI tools to real client problems.

» Center for Analytics and Business Insights

Translates faculty research in AI and advanced analytics into industry-ready applications.

Solutions Designed to Unlock Enterprise Value

AI transformation programs for individuals, teams, and the C-suite

COURSES: Building AI fluency at every level of professional readiness.

» Getting Started with AI

Build foundational AI fluency. Understand what generative AI is, identify practical use cases, and apply prompting techniques to improve everyday work.

» Beyond the Basics

Expand AI capabilities through advanced workflows, AI agents, and analytical applications. Coordinate multiple AI tools across complex tasks.

» Leading Talent in the Age of AI

Examine how AI is influencing learning, talent development, workforce insights, and employee support practices.

CUSTOM:

AI Team Alignment Workshop

» Level-Set

Team Use Cases

Understand AI's strategic impact. Anticipate change and lead with confidence.

» Evaluate

Align on Principles

Set team's approach to AI. Evaluate opportunities by value, readiness, and feasibility.

» Prioritize

Roadmap for Adoption

Prioritize practical use cases within real workflows. Build a roadmap for responsible integration.

OUTCOMES: With current best practices and new opportunities surfaced, teams can accelerate value.

CERTIFICATE:

AI Transformation for Business

» Day 1

Leadership & Strategy in the Age of AI

Understand AI's strategic impact. Anticipate change and lead with confidence.

» Day 2

From Strategy to Opportunity

Identify high-value AI opportunities. Prioritize initiatives that drive business value.

» Day 3

Leading AI-Enabled Transformation

Lead organizational change. Align stakeholders and prepare your team for AI adoption.

» Day 4

AI Leadership Strategy Lab

Build your AI roadmap. Leave with a practical plan for implementation.

Also available as a custom program for senior leaders — based on AI readiness and designed for your team and your goals.