

Career Opportunities

AI Business Analyst

Use AI tools to analyze data and recommend strategic decisions for companies.

Marketing Technology Specialist

Apply AI to personalize campaigns, manage customer journeys, and optimize ad performance.

Customer Experience Manager

Leverage chatbots and AI-driven analytics to improve customer service operations.

Digital Operations Coordinator

Use automation and AI to streamline business workflows and enhance productivity.

HR Technology Analyst

Implement AI for resume screening, employee engagement, and workforce analytics.

E-Commerce Strategist

Boost sales using AI-powered recommendations, search optimization, and predictive insights.

AI Content Creator

Use generative AI tools like ChatGPT, Adobe Express, and Firefly to create compelling business content.

Education Technology Specialist

Integrate AI into classroom tools, virtual learning platforms, and curriculum planning.

Data-Driven Decision Support Analyst

Help organizations make informed decisions by interpreting AI-generated data visualizations.

AI Ethics Officer

Evaluate and guide responsible use of AI to avoid bias, ensure transparency, and protect user rights.

Government Program Specialist

Implement AI strategies in public sector projects to improve services and data efficiency.

AI Solutions Consultant

Advise companies on how to implement and scale AI tools across departments.

Make an appointment with a SAC Career Education Counselor

Zoom appointments available

CareerCTECenter@sac.edu

(714) 564-6254

Help with enrolling in classes

Set education and career goals

Learn about financial aid and support service

Create an education plan to complete faster and easier

sac.edu/ba

Faculty Lead

Dori Dumon

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The information in this brochure is based on

SAC Catalog 2025-26.

Please refer to sac.edu/catalog for details.



Business Division

SANTA ANA COLLEGE

1530 W. 17th Street

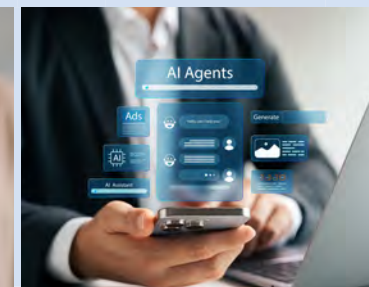
Cesar Chavez Building, A-103

Santa Ana, CA 92706

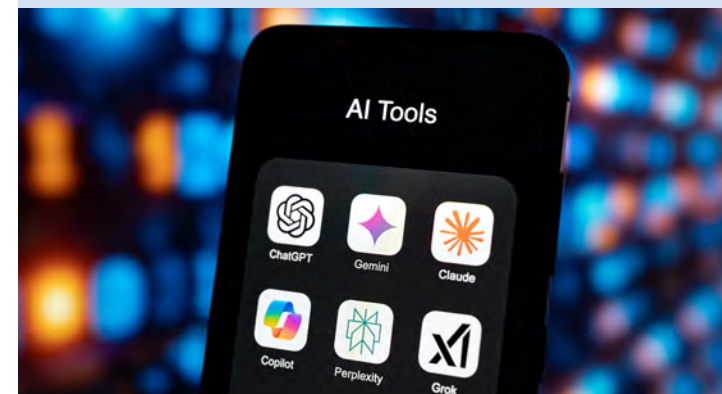
(714) 564-6750

sac.edu/business

ARTIFICIAL INTELLIGENCE (AI) FOR BUSINESS



Professional Business Skills & Technology Training



Master AI Tools
for Career Success

SAC.edu/BA



ARTIFICIAL INTELLIGENCE (AI) FOR BUSINESS

100% Online – All Courses & Industry Certifications

Certificate

Courses		Units
BA105	Introduction to AI for Business	3
BA 106	ChatGPT & Generative AI Applications	2
BA 107	AI Strategies for Business	2
BA 108	AI Ethics for Business	2

Program Code: SAC Catalog 2026-27

Total: 9

Courses for the new certificate and degree are now available – get started today and be ahead of the curve when the programs appear in the 2026–27 catalog.

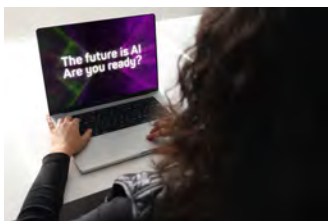
**Don't Fear AI – Embrace It!
Make AI Work for You.**

Why You Should Embrace AI—Not Fear It!

Artificial Intelligence is transforming how we work, learn, and communicate – don't get left behind!

Whether you're new to technology or already using AI tools like ChatGPT, this program helps you build real-world skills to stay competitive, confident, and future-ready.

- No experience needed – perfect for beginners and advanced users alike.
- Learn how to use AI tools to work smarter, not harder.
- Develop practical, professional tech skills – step by step.
- Upgrade your career, explore new industries, or stay ahead in your current job.
- AI isn't just the future – it's happening now. Embrace the opportunity!
- AI is not replacing you – people who know how to use AI will.



Start learning how to use AI to your advantage today!
We are here for you with help tips and tricks.

AS Degree

Courses		Units
BA105	Introduction to AI for Business	3
BA 106	ChatGPT & Generative AI Applications	2
BA 107	AI Strategies for Business	2
BA 108	AI Ethics for Business	2

Elective courses choose from 1 emphasis

Computer Science Emphasis

CMPR 158	Intro to Artificial Intelligence	3
CMPR 159	Intro to Machine Learning with Python	3
CMPR 160	Intro to Deep Learning, Neural Networks with Keras and PyTorch	3

Business Technology Emphasis

BUS 150	Introduction to Information Systems and Applications	3
BA 146	Computer Fundamentals	1.5
BA 147	Microsoft Windows, OneDrive & OneNote	1.5
BA 127	Microsoft Teams	2
BA 182	Google Apps & Google Drive	2

Marketing, Digital Publishing & Generative AI Images Emphasis

MKTG 123	Marketing and Technology - Trends and Cutting Edges	1
BA 164	Adobe Photoshop	3
BA 165	Adobe Express	3
BA 168	Adobe Firefly - Generative AI Images	2
MKTG 130	Business Writing for Social Media –or–	1
ENTR 130	Business Writing for Social Media	1

Education Emphasis

BA 109	AI for Education	2
BA 182	Google Apps & Google Drive	2
BA 165	Adobe Express	3
BA 168	Adobe Firefly - Generative AI Images	2

Program Code: SAC Catalog 2026-27

Total: 18-19

**AI Won't Replace You –
But Someone Who Knows AI Might**

From Ethics to Applications—AI for Every Industry

- Gain hands-on training in ChatGPT, Adobe Firefly, Google Apps, Microsoft Teams, and more. Most BA courses include AI topics and techniques.
- Learn to apply AI tools in **marketing, finance, education, customer service, human resources, and more.**
- Choose from **4 career-aligned elective emphases:** Computer Science, Business Technology, Marketing, or Education.
- Study emerging topics like **generative AI, deep learning, machine learning, and AI ethics.**
- Earn a degree or certificate to prepare for high-demand AI careers in nearly every industry.

How AI is Powering Careers Across Industries

- AI is not just for tech companies – it's revolutionizing every major field! Whether you're in business, education, healthcare, law, or government, AI is transforming the way work gets done.
- **Business** – Automate tasks, analyze data, and personalize customer experiences to boost productivity and profits.
- **Education** – Enhance teaching and learning with smart tools, AI lesson planning, and personalized student support.
- **Medical** – Improve diagnostics, streamline patient care, and analyze health data for faster, better decision-making.
- **Legal** – Use AI to review documents, conduct legal research, and improve case management and compliance.
- **Government** – Increase efficiency with AI-powered data tools, automate services, and improve public outreach.

AI is opening new doors and changing how professionals solve problems, communicate, and deliver results.

This program teaches you how to use AI effectively in your field – whatever your field may be.

Unlock new career possibilities with smart skills that matter.