

March 23, 2026

To: Kenneth Barish, Chair  
Riverside Division of the Academic Senate

From: Jerayr Haleblian  
Chair, School of Business Executive Committee

Re: (Consultation): *MS Degree of AI*

The EC School of Business supports the proposed Master of Science in Artificial Intelligence in the Marlan and Rosemary Bourns College of Engineering. We view the proposal as academically strong and well aligned with the growing need for graduate education in artificial intelligence.

We also wish to note that the School of Business has submitted a separate proposal for a Master of Data-Driven Marketing with AI Application (MDM-AA). In our view, the two proposals are not overlapping or duplicative. Rather, they reflect differentiated but complementary educational missions within UCR's evolving graduate portfolio.

The proposed state-supported M.S. in Artificial Intelligence in BCOE focuses on the mathematical, algorithmic, and systems foundations of AI for students seeking technical depth in AI development. By contrast, the proposed MDM-AA focuses on the responsible and effective application of data analytics and AI tools to marketing problems, including consumer insight, experimentation, personalization, digital engagement, and decision support to marketing problems. Together, these programs illustrate the campus response to workforce demand for both AI creators and domain professionals who can deploy AI effectively in organizational settings.

Accordingly, the EC School of Business supports the Engineering proposal and views it as an important and complementary component of UCR's broader graduate strategy in AI. We believe that approving differentiated programs in both technical AI development and domain-specific AI application would strengthen the university's academic portfolio and better position UCR to meet student and workforce demand.