

COMPETENCY MAP

Business Competencies for AI-Enabled Professionals

These competencies are designed for undergraduate business students across a range of majors, as well as entry-level business professionals in roles such as business analysts, business intelligence analysts, accountants, and other data-informed business functions.

KSA Key: K = Knowledge • S = Skill • A = Ability
Proficiency Level: ■□□ Basic ■■□ Medium ■■■ High

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Business Professional Core

	Competency	KSA	Proficiency
a	Understanding and application of core Business foundational knowledge and skills.	Knowledge / Skill	■ ■ □ <i>Medium</i>
b	Professional Effectiveness and Adaptive Problem-Solving: Demonstrate collaboration, critical thinking, emotional intelligence, accountability, and adaptability to solve problems, manage priorities, and continuously learn in dynamic environments.	Ability	■ ■ ■ <i>High</i>
c	Research, Data, and Analytical Capability: Skills in gathering, analyzing, and interpreting data using research methodologies, statistical tools, and analytics to generate insights, forecasts, and data-driven recommendations.	Skill	■ ■ ■ <i>High</i>
d	Insight Communication and Stakeholder Engagement: Capacity to translate complex analyses into clear, compelling written, visual, and verbal communications tailored to technical and non-technical audiences.	Skill	■ ■ ■ <i>High</i>
e	Stakeholder-Centered and Ethical Practice: Understand and align to internal and external stakeholder needs, incorporate feedback, and apply ethical judgment, confidentiality, and responsible use of emerging technologies such as AI.	Ability	■ □ □ <i>Basic</i>
f	Understand how to navigate internal structures and ask informed question to identify the right stakeholders, resources, and tools to move work forward.	Ability	■ □ □ <i>Basic</i>

AI Foundations

	Competency	KSA	Proficiency
a	Understand core AI concepts and terminology.	Knowledge	■ □ □ <i>Basic</i>
b	Conceptual understanding of how large language models are trained, including their limitations and how training data, prompts, and context influence generated outputs.	Knowledge	■ □ □ <i>Basic</i>
c	Identify common generative AI applications (e.g., text, image, code, and data summarization) and evaluate when these tools are appropriate for workplace tasks based on risk, complexity, and desired outcomes.	Skill	■ ■ □ <i>Medium</i>
d	Apply a human-in-the-loop approach to validate and contextualize AI outputs.	Skill	■ ■ ■ <i>High</i>
e	Communicate AI-use and AI-assisted decisions, assumptions, and limitations to technical and non-technical audiences.	Skill	■ □ □ <i>Basic</i>

Prompting

	Competency	KSA	Proficiency
a	Write effective prompts and give clear, specific instructions to AI tools.	Skill	■ ■ ■ <i>High</i>
b	Improve AI outputs through iterative prompting techniques.	Skill	■ ■ □ <i>Medium</i>
c	Develop and maintain a reusable prompt library aligned to common workplace needs.	Skill	■ ■ □ <i>Medium</i>
d	Write clear, structured prompts with differentiated language, structure, instructions, and context to perform specific tasks such as research, summarization, analysis, and synthesis.	Skill	■ ■ □ <i>Medium</i>
e	Design and configure AI agents to support repetitive or multi-step tasks by defining clear instructions, capabilities, tone, constraints, and functions such as compliance checks or task-specific actions.	Skill	■ □ □ <i>Basic</i>
f	Develop prompts that generate visual outputs such as images, diagrams, and other visual representations, specifying style, structure, and content to effectively communicate ideas and information.	Skill	■ ■ □ <i>Medium</i>

Responsible & Ethical AI Use, & Organizational Context

	Competency	KSA	Proficiency
a	Understand and follow organizational responsible AI principles (e.g., transparency, accountability), recognize how this differs from other organization structures.	Knowledge	■ □ □ <i>Basic</i>
b	Recognize when the use of AI may violate organizational policies, legal requirements, or ethical standards, including issues related to intellectual property, copyright, client or proprietary data, and tools.	Ability	■ ■ □ <i>Medium</i>
c	Know when escalation or approval is required before deploying AI-assisted outputs.	Knowledge	■ ■ □ <i>Medium</i>
d	Evaluate AI-generated content for accuracy, sources, bias, relevance, hallucinations, and potential exposure of sensitive or confidential information.	Skill	■ ■ □ <i>Medium</i>
e	Apply basic data privacy, confidentiality, and security considerations when using AI tools.	Skill	■ ■ □ <i>Medium</i>
f	Understand and consider the limitations of data when interpreting information or using it to inform decisions.	Skill	■ ■ □ <i>Medium</i>
g	Use AI to increase efficiency while maintaining accountability.	Ability	■ □ □ <i>Basic</i>

AI-Enabled Research & Analysis

AI-Enabled Research & Insight Creation

	Competency	KSA	Proficiency
a	Evaluate information sources and data independently before applying AI tools and understand where AI tools can be appropriately applied within the research process.	Skill	■ ■ ■ <i>High</i>
b	Use AI tools to synthesize information from multiple sources and identify insights.	Skill	■ □ □ <i>Basic</i>
c	Critically evaluate, verify, and validate outputs to ensure accuracy, reliability, and appropriate use of sources.	Skill	■ □ □ <i>Basic</i>
d	Use AI tools to develop or iterate on data landscapes, trend summaries, and opportunity scans that address current and emerging internal and external stakeholder needs.	Skill	■ □ □ <i>Basic</i>
e	Identify topics, trends and key insights to translate into actionable intelligence using AI.	Ability	■ □ □ <i>Basic</i>

AI-Enabled Analysis (Role-Specific)

	Competency	KSA	Proficiency
a	Use AI to assist with data cleaning, transformation, and summarization.	Skill	■ □ □ <i>Basic</i>
b	Use AI to generate data summaries, narratives, and visualizations.	Skill	■ □ □ <i>Basic</i>
c	Identify patterns, anomalies, and outliers using AI-assisted analysis.	Skill	■ □ □ <i>Basic</i>
d	Use AI to translate statistical findings into actionable business insights.	Ability	■ □ □ <i>Basic</i>
e	Use AI to tailor analytical outputs for executive, technical, and operational audiences.	Skill	■ □ □ <i>Basic</i>
f	Generate hypotheses and analytical questions informed by AI insights.	Ability	■ □ □ <i>Basic</i>
g	Assess data quality, completeness, and suitability for analysis.	Skill	■ □ □ <i>Basic</i>
h	Understand assumptions and limitations of AI-generated statistical results.	Knowledge	■ □ □ <i>Basic</i>
i	Apply human judgment to contextualize AI-derived insights.	Ability	■ ■ □ <i>Medium</i>

AI-Enabled Content and Deliverable Creation

AI for Ideation, Planning, & Execution

	Competency	KSA	Proficiency
a	Use AI tools to support brainstorming, problem framing, and idea generation.	Skill	■ ■ □ <i>Medium</i>
b	Use AI as a critical reviewer to identify gaps, alternative perspectives, potential objections, and areas for improvement in deliverables.	Skill	■ ■ □ <i>Medium</i>
c	Translate high-level objectives into draft action plans, project plans, timelines and milestones.	Ability	■ □ □ <i>Basic</i>
d	Iterate on AI-generated plans based on constraints, feedback, and evolving requirements.	Skill	■ □ □ <i>Basic</i>
e	Use AI to critically evaluate project plans by identifying risks or potential project impediments.	Skill	■ □ □ <i>Basic</i>

AI for Internal and External Stakeholder Management, Writing, & Communication

	Competency	KSA	Proficiency
a	Draft and refine business communications (e.g., emails, briefs, summaries) using AI.	Skill	■ ■ □ <i>Medium</i>
b	Use AI to summarize and synthesize prior analyses, documents, and deliverables.	Skill	■ □ □ <i>Basic</i>
c	Tailor tone, level of detail, and framing for different audiences (e.g., executives, clients, technical teams).	Skill	■ □ □ <i>Basic</i>
d	Use AI to summarize meetings, conversations, and documentation.	Skill	■ ■ □ <i>Medium</i>
e	Generate agendas, meeting objectives, talking points and conversation guides for stakeholder interactions.	Skill	■ ■ □ <i>Medium</i>
f	Review and edit AI-generated content to ensure accuracy, professionalism, and alignment with organizational voice.	Skill	■ □ □ <i>Basic</i>
g	Generate follow-up action items and responsibilities based on stakeholder discussions.	Skill	■ ■ □ <i>Medium</i>
h	Anticipate stakeholder questions, sentiments, objections, or areas of resistance using AI-assisted analysis.	Ability	■ □ □ <i>Basic</i>
i	Identify patterns or recurring issues across stakeholder interactions.	Skill	■ □ □ <i>Basic</i>

AI for Deck Creation, Reporting, & Presentations

	Competency	KSA	Proficiency
a	Use AI tools to structure presentations and reports around clear narratives.	Skill	■ □ □ <i>Basic</i>
b	Generate slide outlines, executive summaries, and key takeaways using AI.	Skill	■ ■ □ <i>Medium</i>
c	Use AI to support data visualization concepts (e.g., chart selection, layout, emphasis).	Skill	■ ■ □ <i>Medium</i>
d	Use AI-based tools to generate visual graphics from conceptual ideas.	Skill	■ ■ □ <i>Medium</i>
e	Adapt presentations for different audiences.	Ability	■ □ □ <i>Basic</i>
f	Use AI to draft presentation scripts or speaker notes aligned to slide content.	Skill	■ ■ □ <i>Medium</i>
g	Use AI to practice presentations through simulated Q&A or role-play scenarios.	Skill	■ ■ □ <i>Medium</i>

Durable Skills

Critical Thinking, Problem Solving & Creativity

	Competency	KSA	Proficiency
a	Question AI-generated outputs and identify basic risks, gaps, or inconsistencies.	Skill	■ ■ ■ <i>High</i>
b	Explore problems and solutions using AI tools under guidance.	Skill	■ ■ ■ <i>High</i>
c	Recognize limitations, assumptions, and uncertainty in AI-supported analyses.	Knowledge	■ ■ ■ <i>High</i>
e	Apply creative thinking to reframe problems and identify novel AI-enabled approaches.	Ability	■ □ □ <i>Basic</i>
f	Balance AI-generated recommendations with domain knowledge and human judgment.	Ability	■ ■ ■ <i>High</i>

Collaboration & Communication in AI Context

	Competency	KSA	Proficiency
a	Explain basic AI concepts to peers.	Skill	■ □ □ <i>Basic</i>
b	Collaborate in AI-augmented teams.	Ability	■ □ □ <i>Basic</i>
c	Maintain transparency about when and how AI is used.	Ability	■ □ □ <i>Basic</i>

	Competency	KSA	Proficiency
d	Support shared understanding and alignment on AI-enabled decisions.	Ability	■ □ □ <i>Basic</i>

Adaptability & Curiosity

	Competency	KSA	Proficiency
a	Navigate AI in the workplace: Understand the impact of AI on different industries and future work.	Knowledge	■ □ □ <i>Basic</i>
b	Identify resources for continued learning: Discover ways to stay updated with advancements in the rapidly evolving field of AI.	Skill	■ □ □ <i>Basic</i>
c	Experiment responsibly with new AI tools and methods.	Ability	■ □ □ <i>Basic</i>
d	Advocate for AI learning and responsible experimentation among peers.	Ability	■ □ □ <i>Basic</i>
e	Evaluate when new AI tools are relevant or appropriate for business use.	Ability	■ □ □ <i>Basic</i>
f	Share lessons learned and best practices from AI use cases.	Skill	■ □ □ <i>Basic</i>