

## School of Artificial Intelligence

Scheme For Bachelor of Business Administration (BBA) Artificial Intelligence In Digital Marketing and Consumer Insights										
Semester – I										
S.No .	Code	Title	L	T	P	S	H	Cr	Category	
1		Computational Thinking with Python	2	0	1	0	4	3	SEC	
2		Business Mathematics	3	0	0	0	3	3	IDC	
3		Principle of Management	3	0	0	0	3	3	DSC	
4		Foundation of Artificial Intelligence	3	0	1	0	5	4	DSM	
5		Data Preprocessing and Exploratory Data Analysis	1	0	1	0	3	2	VAC	
6		Communicative English	3	0	0	0	3	3	AEC	
7		Indian Knowledge System	2	0	0	0	2	2	VAC	
	Credits in Semester-I		17	0	3	0	23	20		
Semester – II										
S.No .	Code	Title	L	T	P	S	H	Cr		
1		Business Statistics	3	0	0	0	3	3	DSM	
2		Machine Learning	3	0	1	0	5	4	DSC	
3		Micro & Macro Economics	3	0	0	0	3	3	IDC	
4		Principles of Marketing	3	0	0	0	3	3	DSC	
5		Environment and Sustainability	2	0	0	0	2	2	VAC	
6		Data Visualization and Dashboards	2	0	1	0	4	3	SEC	
7		Physical Education and Yoga	2	0	0	0	2	2	VAC	
	Credits in Semester-II		18	0	2	0	22	20		
Students who choose to exit after the second semester and have earned <b>40 credits</b> will be eligible for the award of a “ <b>Certificate in Artificial Intelligence for Business Administration</b> ”, subject to successful completion of an additional 4-credit vocational course offered during the summer term.										
Semester – III										
S.No .	Code	Title	L	T	P	S	H	Cr		
1		Data-Driven Marketing Analytics	3	0	1	0	5	4	DSC	
2		Deep Learning	3	0	1	0	5	4	DSC	

3		Organization Behavior	3	0	0	0	3	3	IDC
4		General Elective 1	3	0	0	0	3	3	DSM
5		Specialization Core 1	3	0	1	0	5	4	DSC
6		Ethics, Patents, Copyrights and IPR	2	0	0	0	2	2	AEC
	Credits in Semester-III		17	0	3	0	23	20	
Semester – IV									
S.No	Code	Title	L	T	P	S	H	Cr	
1		Natural Language Processing	3	0	1	0	5	4	DSC
2		Operations Management	3	0	0	0	3	3	DSC
3		Production and Operations Management	3	0	0	0	3	3	DSC
4		General Elective 2	3	0	0	0	3	3	DSM
5		Specialization Core 2	3	0	1	0	5	4	DSC
6		Industry Certification	3	0	0	0	3	3	AEC
	Credits in Semester-IV		18	0	2	0	22	20	
Students exiting at the end of the fourth semester and earning 80 credits will be awarded a “Diploma in Artificial Intelligence for Business Administration,” provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.									
Semester – V									
S.No	Code	Title	L	T	P	S	H	Cr	
1		Generative AI	3	0	1	0	5	4	DSC
2		Strategic Management	3	0	0	0	3	3	DSC
3		General Elective 3	3	0	0	0	3	3	DSM
4		Specialization Elective 1	3	0	0	0	3	3	DSC
5		Specialization Elective 2	3	0	0	0	3	3	DSC
6		Summer Internship	0	0	0	2	4	2	SIP
7		Technical Writing Skill	2	0	0	0	2	2	AEC
	Credits in Semester-V		17	0	1	2	23	20	
Semester – VI									
S.No	Code	Title	L	T	P	S	H	Cr	
1		Industrial Project/R&D Project/Start-up Project	0	0	5	6	10	11	Project
2		Specialization Elective 3	3	0	0	0	3	3	DSC
3		Business Model Development	3	0	0	0	3	3	DSC
4		Sustainable Business Strategies	3	0	0	0	3	3	DSC
	Credits in Semester-VI		9	0	5	6	19	20	
Students exiting at the end of the sixth semester and earning 120 credits will be awarded a Bachelor of Business Administration (Artificial Intelligence).									
Semester – VII ( Hounors )									

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Total Credits at the end of Fourth year for Bachelor of Business Administration (Artificial Intelligence) -  
Honours – 160

1	<b>Specilization- AI in Fintech and Banking Innovation</b>							
	<b>Course</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>H</b>	<b>C</b>
	1	AI in Fintech	3	0	1	0	5	4
	2	AI for Risk and Fraud	3	0	1	0	5	4
	3	Blockchain in Finance	3	0	0	0	3	3
	4	AI in Trading and Advisory	3	0	0	0	3	3
	5	Digital Payments and Crypto	3	0	0	0	3	3
	6	AI for Credit Scoring	3	0	0	0	3	3
	7	RegTech and Compliance	3	0	0	0	3	3
	8	Wealth Management Analytics	3	0	0	0	3	3
2	<b>Specilization- AI in Human Resource Management</b>							
	1	AI in Talent Management	3	0	1	0	5	4
	2	HR Analytics	3	0	1	0	5	4
	3	Sentiment Analysis for HR	3	0	0	0	4	3
	4	Predictive HR Analytics	3	0	0	0	4	3
	5	AI in Performance Systems	3	0	0	0	4	3
	6	AI in Learning and Development	3	0	0	0	4	3
	7	Ethics in HR Tech	3	0	0	0	4	3
	8	Diversity, Equity, and Inclusion Analytics	3	0	0	0	4	3
3	<b>Specialization: MediaTech and Content Intelligence</b>							
	1	AI in MediaTech	3	0	1	0	5	4
	2	NLP for Media	3	0	1	0	5	4
	3	Recommendation Systems	3	0	0	0	3	3
	4	Automated Content Creation	3	0	0	0	3	3
	5	Audience Analytics	3	0	0	0	3	3
	6	Deepfakes and Ethics	3	0	0	0	3	3
	7	AR/VR Content Innovation	3	0	0	0	3	3
	8	AI in Digital Rights	3	0	0	0	3	3
4	<b>Specialization : AI in Supply Chain and Operations Management</b>							
	1	AI in Supply Chain	3	0	1	0	5	4
	2	Predictive Operations	3	0	1	0	5	4
	3	Inventory Optimization	3	0	0	0	3	3
	4	AI in Procurement	3	0	0	0	3	3
	5	Demand Forecasting	3	0	0	0	3	3
	6	Robotics in Logistics	3	0	0	0	3	3

	7	AI for Green Supply Chains	3	0	0	0	3	3	Elective 3
	8	Supply Chain Risk Analytics	3	0	0	0	3	3	Elective 3
5	<b>Specialization : AI in Digital Marketing and Consumer Insights</b>								
	1	AI in Marketing	3	0	1	0	5	4	CORE1
	2	Consumer Analytics	3	0	1	0	5	4	CORE2
	3	Social Media Analytics	3	0	0	0	3	3	Elective 1
	4	Chatbots and Conversational AI	3	0	0	0	3	3	Elective 1
	5	Programmatic Advertising	3	0	0	0	3	3	Elective 2
	6	Customer Value Prediction	3	0	0	0	3	3	Elective 2
	7	AI for Brand Management	3	0	0	0	3	3	Elective 3
	8	AR/VR in Marketing	3	0	0	0	3	3	Elective 3
<b>General Electives:</b>									
	<b>Course</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>H</b>	<b>C</b>	
	1	Predictive Analytics for Business	3	0	0	0	3	3	Elective 1
	2	AI Tools for Business	3	0	0	0	3	3	Elective 1
	3	Marketing Theory and Practices	3	0	0	0	3	3	Elective 2
	4	Business Analytics and Decision Making	3	0	0	0	3	3	Elective 2
	5	AI in Business Strategy	3	0	0	0	3	3	Elective 3
	6	Business Ethics, Law, and Responsible AI	3	0	0	0	3	3	Elective 3
<b>School's Open Elective : (Other schools' students can opt )</b>									
	1	Applications of AI	3	0	0	0	3	3	Open Elective
	2	AI Tools for society	3	0	0	0	3	3	Open Elective