

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		
1		Computational Thinking with Python	2	0	1	0	4		
2		Business Mathematics	3	0	0	0	3		
3		Principle of Management	3	0	0	0	3		
4		Foundation of Artificial Intelligence	3	0	1	0	5		
5		Data Preprocessing and Exploratory Data Analysis	1	0	1	0	3		
6		Communicative English	3	0	0	0	3		
7		Indian Knowledge System	2	0	0	0	2		
	Credits in Semester-I		1 7	0	3	0	23 20		
Semester – II									
S.No .	Code	Title	L	T	P	S	H		
1		Business Statistics	3	0	0	0	3		
2		Machine Learning	3	0	1	0	5		
3		Micro & Macro Economics	3	0	0	0	3		
4		Principles of Marketing	3	0	0	0	3		
5		Environment and Sustainability	2	0	0	0	2		
6		Data Visualization and Dashboards	2	0	1	0	4		
7		Physical Education and Yoga	2	0	0	0	2		
	Credits in Semester-II		1 8	0	2	0	22 20		
Students who choose to exit after the second semester and have earned 40 credits will be eligible for the award of a “Certificate in Artificial Intelligence for Business Administration” , 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		
1		Data-Driven Marketing Analytics	3	0	1	0	5		
2		Deep Learning	3	0	1	0	5		

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			1 7	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
2		Operations Management	3	0	0	0	3	3
3		Production and Operations Management	3	0	0	0	3	3
4		General Elective 2	3	0	0	0	3	3
5		Specialization Core 2	3	0	1	0	5	4
6		Industry Certification	3	0	0	0	3	3
	Credits in Semester-IV			1 8	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
2		Strategic Management	3	0	0	0	3	3
3		General Elective 3	3	0	0	0	3	3
4		Specialization Elective 1	3	0	0	0	3	3
5		Specialization Elective 2	3	0	0	0	3	3
6		Summer Internship	0	0	0	2	4	2
7		Technical Writing Skill	2	0	0	0	2	2
	Credits in Semester-V			1 7	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
2		Specialization Elective 3	3	0	0	0	3	3
3		Business Model Development	3	0	0	0	3	3
4		Sustainable Business StrategieS	3	0	0	0	3	3
	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).

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Semester – VII (Hounors)

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S.No	Code	Title	L	T	P	S	H	Cr	
1		Reinforcement Learning Concepts and Applications	3	0	1	0	5	4	DSC
2		Digital Marketing	3	0	1	0	5	4	DSC
3		Intelligent Model Design using AI	3	0	1	0	5	4	DSC
4		Emerging Topics in Artificial Intelligence	3	0	1	0	5	4	DSC
5		Seminar on Emerging AI Technology for Society	4	0	0	0	4	4	SEC
	Credits in Semester-VII			1 6	0	4	0	24	20

Semester – VIII

S.No	Code	Title	L	T	P	S	H	Cr	
1		Capstone Project / Professional Internship	0	0	0	12	28	12	Project/ Internship
2		Foundations of Agentic AI Systems	4	0	0	0	4	4	DSC
3		Prompt Engineering for Business	4	0	0	0	4	4	DSC
		Credits in Semester-VIII	8	0	0	20	40	20	

Total credits from semester I to VIII

16
0

Semester – VII (Honors with Research)

S.No	Code	Title	L	T	P	S	H	Cr		
1		Undergraduate Research in Artificial Intelligence	0	0	0	6	12	6	DSC	
2		Research Methodology	4	0	0	0	4	4	DSC	
3		Business Analytics	3	0	0	0	3	3	DSC	
4		AI for Society	3	0	0	0	3	3	DSC	
5		Seminar on Emerging AI Technology for Society	4	0	0	0	4	4	SEC	
	Credits in Semester-VII			2	0	0	6	26	20	
				0						

Semester – VIII

Total Credits at the end of Fourth year for Bachelor of Business Administration (Artificial Intelligence) - Honours – 160								
1	Specilization- AI in Fintech and Banking Innovation							
	Course	L	T	P	S	H	C	
	1 AI in Fintech	3	0	1	0	5	4	CORE1
	2 AI for Risk and Fraud	3	0	1	0	5	4	CORE2
	3 Blockchain in Finance	3	0	0	0	3	3	Elective 1
	4 AI in Trading and Advisory	3	0	0	0	3	3	Elective 1
	5 Digital Payments and Crypto	3	0	0	0	3	3	Elective 2
	6 AI for Credit Scoring	3	0	0	0	3	3	Elective 2
	7 RegTech and Compliance	3	0	0	0	3	3	Elective 3
	8 Wealth Management Analytics	3	0	0	0	3	3	Elective 3
2	Specilization- AI in Human Resource Management							
	1 AI in Talent Management	3	0	1	0	5	4	CORE1
	2 HR Analytics	3	0	1	0	5	4	CORE2
	3 Sentiment Analysis for HR	3	0	0	0	4	3	Elective 1
	4 Predictive HR Analytics	3	0	0	0	4	3	Elective 1
	5 AI in Performance Systems	3	0	0	0	4	3	Elective 2
	6 AI in Learning and Development	3	0	0	0	4	3	Elective 2
	7 Ethics in HR Tech	3	0	0	0	4	3	Elective 3
	8 Diversity, Equity, and Inclusion Analytics	3	0	0	0	4	3	Elective 3
3	Specialization: MediaTech and Content Intelligence							
	1 AI in MediaTech	3	0	1	0	5	4	CORE1
	2 NLP for Media	3	0	1	0	5	4	CORE2
	3 Recommendation Systems	3	0	0	0	3	3	Elective 1
	4 Automated Content Creation	3	0	0	0	3	3	Elective 1
	5 Audience Analytics	3	0	0	0	3	3	Elective 2
	6 Deepfakes and Ethics	3	0	0	0	3	3	Elective 2
	7 AR/VR Content Innovation	3	0	0	0	3	3	Elective 3
	8 AI in Digital Rights	3	0	0	0	3	3	Elective 3
4	Specialization : AI in Supply Chain and Operations Management							
	1 AI in Supply Chain	3	0	1	0	5	4	CORE1
	2 Predictive Operations	3	0	1	0	5	4	CORE2
	3 Inventory Optimization	3	0	0	0	3	3	Elective 1
	4 AI in Procurement	3	0	0	0	3	3	Elective 1
	5 Demand Forecasting	3	0	0	0	3	3	Elective 2
	6 Robotics in Logistics	3	0	0	0	3	3	Elective 2

	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	Specialization : AI in Digital Marketing and Consumer Insights								
	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

General Electives:

	Course		L	T	P	S	H	C	
	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

School's Open Elective : (Other schools' students can opt)

	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