

# BBA with AI Integration

*Integration: 4 Credits | 42 Hours | 3 Global Certifications | Fee: 50,000 INR per Semester*

GJIMT offers a unique 6 Semester BBA program with **AI-enabled, tool-dependent experiential learning model**. The focus is on **managerial and analytical application of AI**, not coding.

## Why you should do this Program:

- ✓ Strong business fundamentals with AI support
  - ✓ Progressive analytical and strategic skills
  - ✓ Ethical and responsible AI usage
  - ✓ High employability and managerial readiness
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## Semester 1: Business Foundations & Communication

### Core Focus:

Principles of Management, Business Communication, Microeconomics, Business Mathematics, Financial Accounting.

### AI Integration Focus:

- Concept clarity with AI
- Business communication & presentation
- Basic data-supported reasoning

### AI Tools Integrated:

- **ChatGPT / Gemini** – Concept explanation, case discussion
- **Microsoft Copilot / Google Workspace AI** – Reports, summaries
- **Grammarly AI** – Professional writing
- **Excel AI (Analyze Data)** – Basic numerical analysis
- **Canva AI / Beautiful.ai** – Presentations

### Benchmarked Shadow Projects

- **Local Market Study (Benchmarked to Reliance Retail):** Demand, customer segments, and pricing analysis for a local outlet.  
*AI Tools:* ChatGPT, Excel AI, Canva AI.
  - **Customer Communication Audit (Amazon):** Review emails, FAQs, and chat responses for clarity.  
*AI Tools:* Grammarly AI, ChatGPT.
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## Semester 2: Functional Business Basics

### Core Focus:

Marketing Management, Human Resource Management, Business Statistics, Cost Accounting.

### AI Integration Focus:

- Functional understanding
- Metric-based analysis

### AI Tools Integrated:

- **ChatGPT** – Functional diagnostics

- **Excel AI** – Marketing & HR metrics
- **Power BI / Looker Studio** – Simple dashboards

#### Benchmarked Shadow Projects

- **Marketing Mix Effectiveness Study (HUL)**: Product, price, promotion comparison.  
*AI Tools:* Excel AI, ChatGPT.
  - **HR Productivity Snapshot (Infosys)**: Attendance, productivity, and attrition indicators.  
*AI Tools:* Excel AI, ChatGPT.
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### Semester 3: Financial, Operations & MIS Orientation

#### Core Focus:

Financial Management, Operations Management, Management Information Systems, Business Environment.

#### AI Integration Focus:

- Financial interpretation
- Process efficiency analysis

#### AI Tools Integrated:

- **ChatGPT** – Financial & operations reasoning
- **Excel AI** – Ratio, CVP, and process metrics
- **Power BI** – Operations dashboards

#### Benchmarked Shadow Projects

- **Cost & Profitability Analysis (Maruti Suzuki)**: Break-even and margin analysis.  
*AI Tools:* Excel AI, ChatGPT.
  - **Operations Efficiency Study (Swiggy)**: Order flow and turnaround time analysis.  
*AI Tools:* Excel AI, ChatGPT.
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### Semester 4: Digital Business & Entrepreneurship

#### Core Focus:

Digital Marketing, Entrepreneurship Development, E-Commerce, Supply Chain Basics.

#### AI Integration Focus:

- Digital and platform thinking
- Business model evaluation

#### AI Tools Integrated:

- **ChatGPT (Advanced Prompting)** – Business model analysis
- **Google Trends / Meta Ads Library** – Market intelligence
- **Notion AI** – Business model documentation

#### Benchmarked Shadow Projects

- **Digital Funnel & Presence Analysis (Benchmarked to Flipkart)**: Traffic, conversion, and engagement study.  
*AI Tools:* Google Trends, ChatGPT.

- **Startup Business Model Evaluation (Benchmarked to Startup India):** Revenue streams and scalability.  
*AI Tools:* Notion AI, ChatGPT.
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## Semester 5: Strategy, Analytics & Industry Orientation

### Core Focus:

Strategic Management, Business Analytics, Electives (Marketing/HR/Finance).

### AI Integration Focus:

- Competitive benchmarking
- Data-supported strategy

### AI Tools Integrated:

- **ChatGPT (Strategy Mode)** – Strategy frameworks & insights
- **Power BI / Looker Studio** – Comparative dashboards
- **Excel AI** – Trend and scenario analysis

### Benchmarked Shadow Projects

- **Competitive Benchmarking Study (Benchmarked to ITC / Tata Consumer):** Market position and growth options.  
*AI Tools:* ChatGPT, Power BI.
  - **Functional Analytics Project (Elective-Based):** Analytics aligned to chosen specialization.  
*AI Tools:* Excel AI, ChatGPT.
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## Semester 6: Ethics, Leadership & Capstone

### Core Focus:

Business Ethics & CSR, Leadership, Major Project / Viva.

### AI Integration Focus:

- Ethical AI usage
- Executive decision-making

### AI Tools Integrated:

- **ChatGPT (Research & Ethics Mode)** – Analysis and recommendations
- **Power BI** – Capstone dashboards
- **Beautiful.ai / Tome** – Executive presentations
- **Turnitin / Copyleaks** – Ethical compliance

### Benchmarked Shadow Projects

- **CSR & Sustainability Review (Benchmarked to Mahindra Group):** CSR initiatives mapped to measurable impact.  
*AI Tools:* ChatGPT, Excel AI.
  - **Capstone Strategy Presentation (Benchmark: Fortune 500):** Board-level recommendations.  
*AI Tools:* ChatGPT, Beautiful.ai / Tome.
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