

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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