Symbiosis Artificial Intelligence Institute, Pune
Bachelor of Business Administration (Artificial Intelligence) Honours/ Honours with Research Programme Structure 2025-2029

1.	OBJECTIVE	To prepare future-ready business leaders equipped with AI-powered decision-making and digital transformation skills. The program blends business knowledge with emerging technologies across finance, marketing, HR, supply chain, and media. It nurtures innovation, critical thinking, and entrepreneurial spirit to drive responsible tech-enabled business practices in a global context.				
2.	DURATION (IN MONTHS)	48 (Full Time) With Multiple Entry and Multiple Exit Options				
3.	INTAKE	120				
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)	d) Defence (In Percentage)
			15	7.5	3	0
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)		b) International Students (In Percentage)	
			2		25	
5.	ELIGIBILITY	Passed Std. XII (10+2) or equivalent examination from any recognized board with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for SC/ST). Open to students from all streams (Science, Commerce, Arts) who have passed. Students who wish to opt for Honours with Research must earn 7.5 CGPA and above at the end of Semester VI. Eligibility Criteria for multiple entries will be as per University's Lateral Entry Rules for FYUG programmes.				
6.	SELECTION PROCEDURE	Personal Interaction (PI)				
7.	MEDIUM OF INSTRUCTION	English				
8.	PROGRAMME PATTERN	Semester				
9.	COURSE &	As per Annexure A				

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	SPECIALIZATION	List of Majors Offered (Choose any one) 1.Financial Technologies 2.Marketing Technologies 3.Technologies for Global Supply Chain 4.HR Technologies 5.Media and Creative Industries List of Minors Offered (Choose any one excluding the one chosen as a Major) 1.Financial Technologies 2.Marketing Technologies 3.Technologies for Global Supply Chain 4.HR Technologies 5.Media and Creative Industries			
10.	**FEE**		**Academic Fee p.a**	**Institute Deposit**	**Total**
	Indian Students (Amount in INR)		350000	20000	370000
	International Students	**NRI/ PIO/ OCI Category (Amount in US$)**	6520	275	6795
		Foreign National Category (Amount in US$)	1300	275	1575
	Note: The exiting students will have to complete the additional 4 credit vocational course for the award of a Certificate/ Diploma by paying additional fees at the time of intimation of the exit. The additional fees of 4 credit vocational course will be informed in due course of time.				
11.	**ASSESSMENT**	The courses will have 60% Continuous Assessment and 40% Term End [University] examination however, some courses (not more than			

		30% of the total programme credits) may have 100% Continuous Assessment.
12.	**STANDARD OF PASSING**	The assessment of the student for each examination is done based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (outstanding). For all courses, a student is required to pass both Continuous Assessment and Term End examinations separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% marks in any head of passing will be declared FAIL. The University awards a Certificate/Diploma/ Degree to the student who has achieved a minimum CGPA of 4 out of a maximum of 10 CGPA for the Programme.
13.	**AWARD OF CERTIFICATE/DIPLOMA/DEGREE**	**Certificate in Business Administration (Artificial Intelligence)** will be awarded at the end of the semester 2 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer. **Diploma in Business Administration (Artificial Intelligence)** will be awarded at the end of the semester 4 by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA and the successful completion of the 4 credit Vocational Course in the summer. **Bachelor of Business Administration (Artificial Intelligence)** with the applicable major and applicable minor will be awarded at the end of the semester 6 examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA. **Bachelor of Business Administration (Artificial Intelligence) Honours** with the applicable major and applicable minor will be awarded at the end of the semester 8 examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA **Bachelor of Business Administration (Artificial Intelligence) Honours with Research** with the applicable major and applicable minor will be awarded at the end of the semester 8 examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA out of 10 CGPA.

14.	CLASSIFICATION OF CREDITS

Semester	Major	Minor	Multi-disciplinary	Ability Enhancement	Skill Enhancement	Common Value Added	Summer Internship	Research Project / Dissertation	No. of Mandatory Non-Credit Course/s	No. of Non-Credit Audit Course/s	Total Credits
1	14	0	0	3	3	2	0	0	0		22
2	10	0	3	3	3	2	0	0	0		21
3	11	8	0	0	0	2	0	0	0	As per	21
4	8	10	3	0	2	0	0	0	1 *	the student's	23
5	14	8	0	0	0	0	0	0	1 *	choice	22
6	3	0	0	0	0	0	12	0	0		15
Total	**60**	**26**	**6**	**6**	**8**	**6**	**12**	**0**	**0**		**124**
					Honours						
7	16	8	0	0	0	0	0	0	0		24
8	16	0	0	0	0	0	0	0	0		16
Total	**92**	**34**	**6**	**6**	**8**	**6**	**12**	**0**	**0**		**164**
					Honours with Research						
7	18	4	0	0	0	0	0	0	0		22
8	2	4	0	0	0	0	0	12	0		18
Total	**80**	**34**	**6**	**6**	**8**	**6**	**12**	**12**	**0**		**164**

1. The student/s exiting the Programme after Semester - 2 OR Semester - 4 should complete vocational courses of total 4 credits in the summer to obtain the Certificate/Diploma.
2. * Satisfactory completion of non credit courses 'Health and Wellness' and *Vasudhaiva Kutumbakam*' is mandatory for award of degree.

Additional Note: #Health and Wellness Module I and Module II will be conducted during the semesters mentioned in the programme structure. However, the course will be listed on the students' grade sheets as "Health and Wellness" in the semester in which the institute's course code is officially assigned.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council and Executive Council.

Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Director - Academics

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
Semester : 1											
Discipline-Specific Course/s / Major Course/s											
T3851	0304220101	Foundational Mathematics for AI		4	0	4	0	0	60	40	100
T2113	0304220102	Fundamentals of Marketing		2	0	2	0	0	30	20	50
T3846	0304220103	Database Management System with SQL		3	2	4	25	0	45	30	100
T3853	0304220104	Introduction to AI and Data Preprocessing		0	4	2	30	20	0	0	50
T2560	0304220105	Principles and Practices of Management		2	0	2	0	0	30	20	50
			Total			**14**	**55**	**20**	**165**	**110**	**350**
Ability Enhancement Course/s											
TM2314	0304220106	Business Communication		3	0	3	0	0	45	30	75
			Total			**3**	**0**	**0**	**45**	**30**	**75**
Skill Enhancement Course/s											

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
T3856	0304220107	Python Programming		1	4	3	50	0	25	0	75
		Total				3	50	0	25	0	75
		Common Value Added Course/s									
THM6144	0304220108	Indian Knowledge Systems		2	0	2	0	0	50	0	50
		Total				2	0	0	50	0	50
		Grand Total				22	105	20	285	140	550
		Semester : 2									
		Discipline-Specific Course/s / Major Course/s									
T3858	0304220201	Statistics for Data Science		2	0	2	0	0	30	20	50
T2003	0304220202	Financial Accounting		2	0	2	0	0	30	20	50
T3850	0304220203	Data Visualization		0	4	2	30	20	0	0	50
T3855	0304220204	Machine Learning and Deep Learning		3	2	4	15	10	45	30	100
		Total				10	45	30	105	70	250

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
		Ability Enhancement Course/s									
T6755	0304220205	English (Communication Skills)		3	0	3	0	0	75	0	75
		Total				**3**	**0**	**0**	**75**	**0**	**75**
		Skill Enhancement Course/s									
T3742	0304220206	Data Analytics using MS-Excel		1	4	3	30	20	25	0	75
		Total				**3**	**30**	**20**	**25**	**0**	**75**
		Common Value Added Course/s									
THM6208	0304220207	Creative and Critical Thinking		2	0	2	0	0	50	0	50
		Total				**2**	**0**	**0**	**50**	**0**	**50**
		Mandatory Non-Credit Course/s									
TH4788		Health and Wellness Module I #		0	0	0	0	0	0	0	0
		Total				**0**	**0**	**0**	**0**	**0**	**0**

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	

Catalog Course Code	Course Code	Course Title	Major/ Minor	Lectures	Lab	Credits	CA	ESE	CA	ESE	Total Marks
Multi-disciplinary Course/s (Choose Any One Course from the University Basket of Multidisciplinary Courses) The list of Multidisciplinary courses offered will be updated every semester. The list will be shared on the MDC Registration Portal before the commencement of each semester, and students may choose a course of their choice. You can download the list on eduwiz portal.											
-	-	MD1		0	0	3	0	0	75	0	75
				Total		3	0	0	75	0	75
Vocational Course/s (Only for students who wish to exit after the First Year with a Certificate)											
T3847	0304220208	Applied Natural Language Processing		4	0	4	0	0	100	0	100
				Grand Total		21	75	50	330	70	525
Note: Students exiting at the end of the second semester and earning 43 credits will be awarded a "Certificate in Business Administration (Artificial Intelligence)," provided they successfully complete the additional 4 credits of vocational course offered during the summer term.											
Semester : 3											
Discipline-Specific Course/s / Major Course/s											
P5483	0304220301	Natural Language Processing		3	0	3	0	0	45	30	75

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
Total						3	0	0	45	30	75
Major Course/s (Choose any one Group)											
Group 1 (Financial Technologies)											
P5484	0304220302	Introduction to Financial Markets and Economics	Financial Technologies	4	0	4	0	0	60	40	100
P5486	0304220303	Business Analysis and Modelling	Financial Technologies	3	2	4	15	10	45	30	100
Group 2 (Marketing Technologies)											
P5487	0304220304	Foundations of Marketing Technology	Marketing Technologies	4	0	4	0	0	60	40	100
P5489	0304220305	Data-Driven Marketing Analytics	Marketing Technologies	3	2	4	15	10	45	30	100
Group 3 (Technologies for Global Supply Chain)											
P5490	0304220306	Operations Management	Technologies for Global Supply Chain	4	0	4	0	0	60	40	100
TM2329	0304220307	Supply Chain Management	Technologies for Global Supply Chain	3	2	4	15	10	45	30	100
Group 4 (HR Technologies)											

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5491	0304220308	Organization Behavior and Human Resource Management	HR Technologies	4	0	4	0	0	60	40	100
P5492	0304220309	HR Analytics & Balance Score Card	HR Technologies	3	2	4	15	10	45	30	100
Group 5 (Media & Creative Industries)											
P5494	0304220310	Introduction to Media and AI	Media and Creative Industries	3	2	4	15	10	45	30	100
P5495	0304220311	Design Principles and AI	Media and Creative Industries	4	0	4	0	0	60	40	100
Total Required Credits						8	15	10	105	70	200

Catalog Course Code	Course Code	Course Title	Major/ Minor	Lectures	Lab	Credits	CA	ESE	CA	ESE	Total Marks
Minor Course/s (Choose any one group other than the chosen Major)											
Group 1 (Financial Technologies)											
P5484	0304220302	Introduction to Financial Markets and Economics	Financial Technologies	4	0	4	0	0	60	40	100
P5486	0304220303	Business Analysis and Modelling	Financial Technologies	3	2	4	15	10	45	30	100
Group 2 (Marketing Technologies)											
P5487	0304220304	Foundations of Marketing Technology	Marketing Technologies	4	0	4	0	0	60	40	100

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5489	0304220305	Data-Driven Marketing Analytics	Marketing Technologies	3	2	4	15	10	45	30	100
Group 3 (Technologies for Global Supply Chain)											
P5490	0304220306	Operations Management	Technologies for Global Supply Chain	4	0	4	0	0	60	40	100
TM2329	0304220307	Supply Chain Management	Technologies for Global Supply Chain	3	2	4	15	10	45	30	100
Group 4 (HR Technologies)											
P5491	0304220308	Organization Behavior and Human Resource Management	HR Technologies	4	0	4	0	0	60	40	100
P5492	0304220309	HR Analytics & Balance Score Card	HR Technologies	3	2	4	15	10	45	30	100
Group 5 (Media & Creative Industries)											
P5494	0304220310	Introduction to Media and AI	Media and Creative Industries	3	2	4	15	10	45	30	100
P5495	0304220311	Design Principles and AI	Media and Creative Industries	4	0	4	0	0	60	40	100
Total Required Credits						**8**	**15**	**10**	**105**	**70**	**200**

Common Value Added Course/s

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5542	0304220312	Introduction to Environment and Sustainability		2	0	2	0	0	50	0	50
		Total				2	0	0	50	0	50
		Mandatory Non-Credit Course/s									
TH4789		Health and Wellness Module II #		0	0	0	0	0	0	0	0
		Total				0	0	0	0	0	0
		Grand Total				21	30	20	305	170	525
		Semester : 4									
		Major Course/s (Choose any one Group)									
		Group 1 (Financial Technologies)									
P5497	0304220401	Data Driven Banking Insurance and Finance	Financial Technologies	3	2	4	15	10	45	30	100
P5554	0304220402	Digital Payment Systems	Financial Technologies	4	0	4	0	0	60	40	100
		Group 2 (Marketing Technologies)									

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5498	0304220403	AI Applications in Marketing	Marketing Technologies	3	2	4	15	10	45	30	100
P5499	0304220404	Digital Advertising & Programmatic Marketing	Marketing Technologies	4	0	4	0	0	60	40	100
Group 3 (Technologies for Global Supply Chain)											
P5500	0304220405	Supply Chain Analytics	Technologies for Global Supply Chain	3	2	4	15	10	45	30	100
P5501	0304220406	International Trade and Logistics	Technologies for Global Supply Chain	4	0	4	0	0	60	40	100
Group 4 (HR Technologies)											
P5502	0304220407	People Analytics and Workforce Intelligence	HR Technologies	3	2	4	15	10	45	30	100
P5503	0304220408	AI Driven Recruitment and Talent Acquisition	HR Technologies	4	0	4	0	0	60	40	100
Group 5 (Media & Creative Industries)											
P5504	0304220409	Scriptwriting and Storytelling with AI	Media and Creative Industries	4	0	4	0	0	60	40	100
P5505	0304220410	AI & the Future of Advertising, Branding and Public Relations	Media and Creative Industries	3	2	4	15	10	45	30	100
Total Required Credits						**8**	**15**	**10**	**105**	**70**	**200**

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
			**Discipline-Specific Course/s / Minor Course/s**								
T8000	0304220411	Service Learning		0	4	2	50	0	0	0	50
				Total		**2**	**50**	**0**	**0**	**0**	**50**
			Minor Course/s (Choose any one group other than the chosen Major)								
			Group 1 (Financial Technologies)								
P5497	0304220401	Data Driven Banking Insurance and Finance	Financial Technologies	3	2	4	15	10	45	30	100
P5554	0304220402	Digital Payment Systems	Financial Technologies	4	0	4	0	0	60	40	100
			Group 2 (Marketing Technologies)								
P5498	0304220403	AI Applications in Marketing	Marketing Technologies	3	2	4	15	10	45	30	100
P5499	0304220404	Digital Advertising & Programmatic Marketing	Marketing Technologies	4	0	4	0	0	60	40	100
			Group 3 (Technologies for Global Supply Chain)								
P5500	0304220405	Supply Chain Analytics	Technologies for Global Supply Chain	3	2	4	15	10	45	30	100

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5501	0304220406	International Trade and Logistics	Technologies for Global Supply Chain	4	0	4	0	0	60	40	100
Group 4 (HR Technologies)											
P5502	0304220407	People Analytics and Workforce Intelligence	HR Technologies	3	2	4	15	10	45	30	100
P5503	0304220408	AI Driven Recruitment and Talent Acquisition	HR Technologies	4	0	4	0	0	60	40	100
Group 5 (Media & Creative Industries)											
P5504	0304220409	Scriptwriting and Storytelling with AI	Media and Creative Industries	4	0	4	0	0	60	40	100
P5505	0304220410	AI & the Future of Advertising, Branding and Public Relations	Media and Creative Industries	3	2	4	15	10	45	30	100
Total Required Credits						8	15	10	105	70	200
Skill Enhancement Course/s											
P5506	0304220412	AI Tools and Prompt Engineering		2	0	2	0	0	50	0	50
Total						2	0	0	50	0	50
Mandatory Non-Credit Course/s											

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
SMC001	0304220413	*Vasudhaiva Kutumbakam *		0	0	0	0	0	0	0	Mandatory Non-Credit Course
				Total		**0**	**0**	**0**	**0**	**0**	**0**
Multi-disciplinary Course/s **(Choose Any One Course from the University Basket of Multidisciplinary Courses)** The list of Multidisciplinary courses offered will be updated every semester.The list will be shared on the MDC Registration Portal before the commencement of each semester, and students may choose a course of their choice. You can download the list on eduwiz portal.											
-	-	MD2		0	0	3	0	0	75	0	75
				Total		**3**	**0**	**0**	**75**	**0**	**75**
Vocational Course/s **(Only for students who wish to exit after the Second Year with a Diploma)**											
P5556	0304220414	LLM Essential		3	2	4	15	10	45	30	100
				Grand Total		**23**	**80**	**20**	**335**	**140**	**575**
Note: Students exiting at the end of the fourth semester and earning 87 credits will be awarded a "Diploma in Business Administration (Artificial Intelligence)," provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.											

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
**Semester : 5**
**Discipline-Specific Course/s / Major Course/s**
T3802	0304220501	Project		0	4	2	30	20	0	0	50
			Total			**2**	**30**	**20**	**0**	**0**	**50**
**Major Course/s (Choose any one Group)**
**Group 1 (Financial Technologies)**
TM2237	0304220502	Financial Analytics	Financial Technologies	3	2	4	15	10	45	30	100
P5508	0304220503	Fintech Framework and Governance	Financial Technologies	4	0	4	0	0	60	40	100
P5559	0304220504	Financial and Systemic Fraud	Financial Technologies	4	0	4	0	0	60	40	100
**Group 2 (Marketing Technologies)**
P5509	0304220505	Social Media and Influencer Marketing Technologies	Marketing Technologies	3	2	4	15	10	45	30	100
P5510	0304220506	E-Commerce and Retail Technologies	Marketing Technologies	4	0	4	0	0	60	40	100

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5511	0304220507	Content Strategy and SEO with AI	Marketing Technologies	4	0	4	0	0	60	40	100
Group 3 (Technologies for Global Supply Chain)											
P5512	0304220508	AI for Logistics Optimization	Technologies for Global Supply Chain	3	2	4	15	10	45	30	100
P5513	0304220509	Managing Digital Transformation	Technologies for Global Supply Chain	4	0	4	0	0	60	40	100
P5514	0304220510	Sustainable Supply Chain with AI	Technologies for Global Supply Chain	4	0	4	0	0	60	40	100
Group 4 (HR Technologies)											
P5515	0304220511	AI in Performance and Employee Experience Management	HR Technologies	3	2	4	15	10	45	30	100
P5516	0304220512	Diversity Equity and Inclusion	HR Technologies	4	0	4	0	0	60	40	100
P5517	0304220513	AI-Driven Compensation and Benefits Analytics	HR Technologies	4	0	4	0	0	60	40	100
Group 5 (Media & Creative Industries)											
P5518	0304220514	Media Analytics and Artificial Intelligence	Media and Creative Industries	3	2	4	15	10	45	30	100
P5519	0304220515	AI in Fashion: Trends and Transformations	Media and Creative Industries	4	0	4	0	0	60	40	100

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Annexure A

Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5520	0304220516	AI in Journalism	Media and Creative Industries	4	0	4	0	0	60	40	100
Total Required Credits						12	15	10	165	110	300

Minor Course/s (Choose any one group other than the chosen Major)											
Group 1 (Financial Technologies)											
TM2237	0304220502	Financial Analytics	Financial Technologies	3	2	4	15	10	45	30	100
P5508	0304220503	Fintech Framework and Governance	Financial Technologies	4	0	4	0	0	60	40	100
Group 2 (Marketing Technologies)											
P5509	0304220505	Social Media and Influencer Marketing Technologies	Marketing Technologies	3	2	4	15	10	45	30	100
P5510	0304220506	E-Commerce and Retail Technologies	Marketing Technologies	4	0	4	0	0	60	40	100
Group 3 (Technologies for Global Supply Chain)											
P5512	0304220508	AI for Logistics Optimization	Technologies for Global Supply Chain	3	2	4	15	10	45	30	100
P5513	0304220509	Managing Digital Transformation	Technologies for Global Supply Chain	4	0	4	0	0	60	40	100

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
Group 4 (HR Technologies)											
P5515	0304220511	AI in Performance and Employee Experience Management	HR Technologies	3	2	4	15	10	45	30	100
P5516	0304220512	Diversity Equity and Inclusion	HR Technologies	4	0	4	0	0	60	40	100
Group 5 (Media & Creative Industries)											
P5518	0304220514	Media Analytics and Artificial Intelligence	Media and Creative Industries	3	2	4	15	10	45	30	100
P5519	0304220515	AI in Fashion: Trends and Transformations	Media and Creative Industries	4	0	4	0	0	60	40	100
Total Required Credits						8	15	10	105	70	200

Catalog Course Code	Course Code	Course Title	Major/ Minor	Lectures	Lab	Credits	CA	ESE	CA	ESE	Total Marks
Mandatory Non-Credit Course/s											
SMC003	0304220517	Health and Wellness *		0	0	0	0	0	0	0	Mandatory Non-Credit Course
Total						0	0	0	0	0	0
Grand Total						22	60	40	270	180	550

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Annexure A

Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
Semester : 6

Catalog Course Code	Course Code	Course Title	Major/ Minor	Lectures	Lab	Credits	CA	ESE	CA	ESE	Total Marks
Semester : 6											
Discipline-Specific Course/s / Major Course/s											
T5525	0304220601	Research Methodology		3	0	3	0	0	75	0	75
			Total			3	0	0	75	0	75
Summer Internship Course/s											
T3912	0304220602	Internship		0	24	12	180	120	0	0	300
			Total			12	180	120	0	0	300
			Grand Total			15	180	120	75	00	375

Note: Students exiting at the end of the sixth semester and earning 124 credits will be awarded a "Bachelor of Business Administration (Artificial Intelligence)," degree. Total Credits at the end of the Third year (Major 60, Minor 26, Multidisciplinary 6, Ability Enhancement Courses 6, Skill Enhancement Courses 8, Summer Internship 12, Common Value-Added Courses 6).

Catalog Course Code	Course Code	Course Title	Major/ Minor	Lectures	Lab	Credits	CA	ESE	CA	ESE	Total Marks
Semester : 7											
Honours											
Major Course/s											
P5521	0304220701	GEN AI and LLM Essentials		3	2	4	15	10	45	30	100

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Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5522	0304220702	MLops		3	2	4	15	10	45	30	100
P5578	0304220703	Responsible AI		4	0	4	0	0	60	40	100
P5579	0304220704	Reinforcement Learning		2	0	2	0	0	30	20	50
F0002	0304220705	Flexi-Credit Course		2	0	2	0	0	50	0	50
		Total				**16**	**30**	**20**	**230**	**120**	**400**
		Minor Course/s									
P5580	0304220706	NOSQL Databases		3	2	4	15	10	45	30	100
P5581	0304220707	Recommender Systems		4	0	4	0	0	60	40	100
		Total				**8**	**15**	**10**	**105**	**70**	**200**
		Honours with Research									
		Major Course/s									
F0002	0304220708	Flexi-Credit Course		2	0	2	0	0	50	0	50
P5572	0304220709	Literature Review and Research Synthesis		4	0	4	0	0	60	40	100
THM6022	0304220710	Scientific Paper Writing		4	0	4	0	0	100	0	100
THM6021	0304220711	Ethics in Research		4	0	4	0	0	100	0	100
P5582	0304220712	AI for Research		4	0	4	0	0	100	0	100

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Annexure A

Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
		Total				18	0	0	410	40	450
		Minor Course/s									
T3804	0304220713	Project		0	8	4	60	40	0	0	100
		Total				4	60	40	0	0	100
		Grand Total				24/22	45/60	30/40	335/410	190/40	600/550
		Semester : 8									
		Honours									
		Major Course/s									
P5528	0304220801	Capstone Project		0	24	12	180	120	0	0	300
T3804	0304220802	Seminar		4	0	4	0	0	60	40	100
		Total				16	180	120	60	40	400
		Honours with Research									
		Major Course/s									
P5585	0304220803	Intellectual Property Rights		2	0	2	0	0	30	20	50
		Total				2	0	0	30	20	50
		Minor Course/s									

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Annexure A

Catalog Course Code	Course Code	Course Title	Major/ Minor	Teaching Scheme (Hours Per Week)		Credits	Examination Scheme (Marks)				Total Marks
							Practical		Theory		
				Lectures	Lab		CA	ESE	CA	ESE	
P5527	0304220804	Advanced Research Methods		4	0	4	0	0	60	40	100
		Total				4	0	0	60	40	100
Research Project / Dissertation Course/s											
T3812	0304220805	Research Project		0	24	12	180	120	0	0	300
		Total				12	180	120	0	0	300
		Grand Total				16/18	180	120	60/90	40/60	400/450

Note: Total Credits at the end of Fourth year for "Bachelor of Business Administration (Artificial Intelligence) - Honours" - 164 (Major 92, Minor 34, Multidisciplinary 6, Ability Enhancement Courses 6, Skill Enhancement Courses 8, Summer Internship 12, Common Value-Added Courses 6).

Total Credits at the end of Fourth year for "Bachelor of Business Administration (Artificial Intelligence) - Honours with Research" - 164 (Major 80, Minor 34, Multidisciplinary 6, Ability Enhancement Courses 6, Skill Enhancement Courses 8, Summer Internship 12, Research Project / Dissertation 12, Common Value-Added Courses 6).

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Bachelor of Business Administration (Artificial Intelligence) Honours/ Honours with Research Programme Structure 2025-2029

Semester	100% Continuous Assessment Credits	Term End (University) Examination Credits	Total Credits	Total Marks
Semester 1	5	17	22	550
Semester 2	8	13	21	525
Semester 3	2	19	21	525
Semester 4	7	16	23	575
Semester 5	0	22	22	550
Semester 6	3	12	15	375
Total	**25**	**99**	**124**	**3100**
Honours				
Semester 7	2	22	24	600
Semester 8	0	16	16	400
Total	**27**	**137**	**164**	**4100**
Honours with Research				
Semester 7	14	8	22	550
Semester 8	0	18	18	450
Total	**39**	**125**	**164**	**4100**