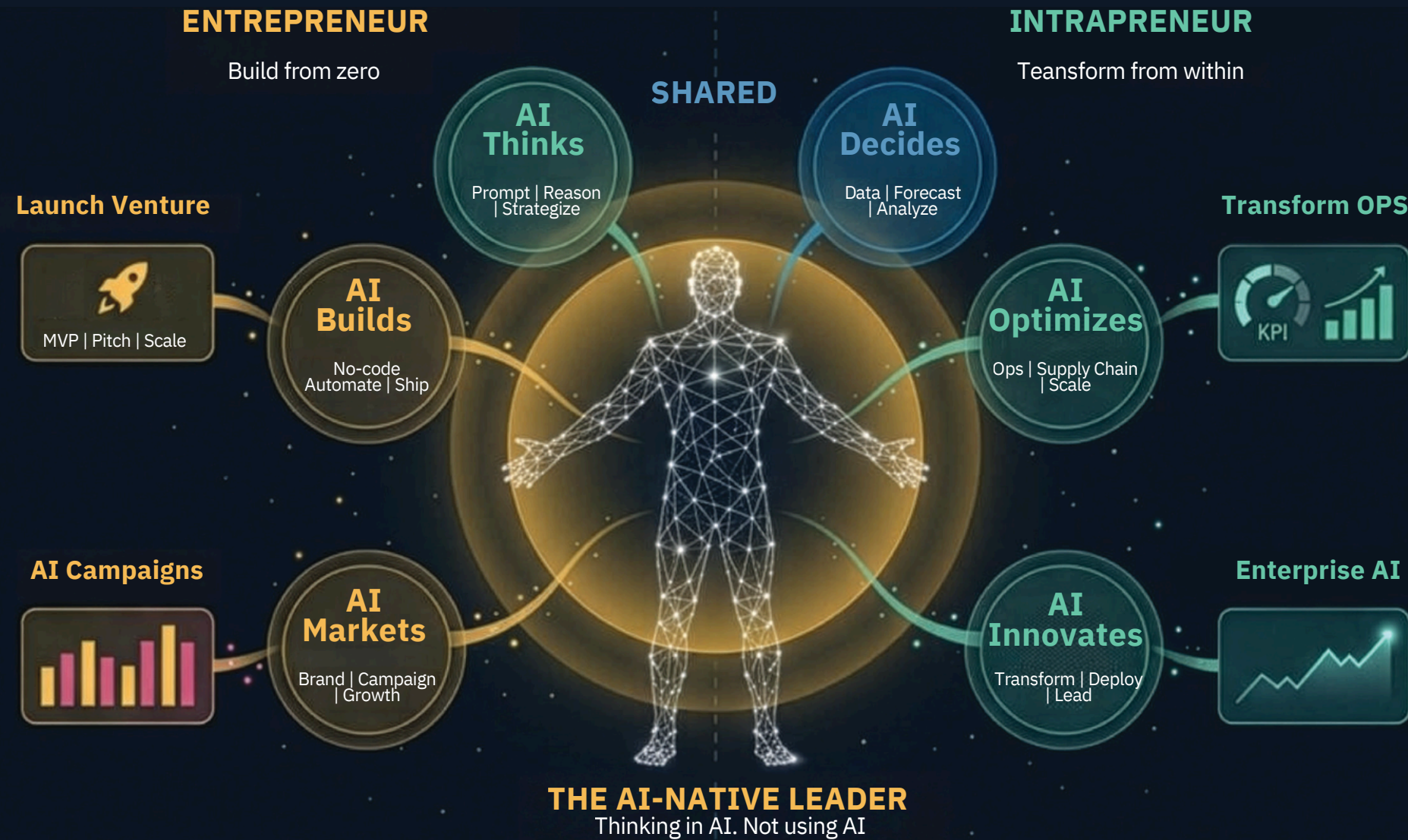




Bachelor of Business Administration- Artificial Intelligence in Business



80+ Professional AI Tools Across the Curriculum



and many more

What is Unique About BBA AI?

The BBA AI program is a 3-year undergraduate course launched from the academic year 2026-27, designed to develop future business leaders with strong knowledge of Artificial Intelligence in business. The course focuses on combining business knowledge with AI applications to prepare students for modern industries.

The program integrates AI into all major business areas such as:

- Strategy
- Marketing
- Finance
- Operations
- Entrepreneurship

Learning Approach:

- AI Labs for practical exposure
- Startup incubation opportunities
- Industry mentorship programs

This ensures students are industry-ready and future-focused

Key Learning Outcomes

Students will be able to:

- Design AI-powered business solutions
- Apply predictive analytics
- Automate workflows using AI tools
- Build ventures using no-code platforms
- Ethical use of AI
- Responsible governance

Key job roles include:

- Business Analyst
- Marketing Analytics Coordinator
- AI Application Support Analyst
- Digital Transformation Associate





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Semester 1

- Business English I
- Indian Heritage & Culture
- Basic Computer Skills
- AI for Business Strategy & Innovation
- Financial Accounting
- Principles of Management

Semester 2

- Business English II
- Value Education & Personality Development
- Business Economics
- Business Statistics
- Agentic AI & No-Code Workflows
- Disaster Management

Semester 3

- Business English III
- E-Commerce
- AI for Management (Interdisciplinary)
- Taxation
- Research Methodology
- AI-Powered Marketing & Branding
- Internship

Semester 4

- Business English IV
- Environmental Studies
- Financial Strategy & Forecasting (AI)
- Financial Management
- Marketing Management
- Human Resource Management

Semester 5

- Operations & Supply Chain Intelligence
- Banking & Fintech
- Business & Company Law
- Strategic Management
- Electives:
 1. Retail Management / Client Relationship Management
 2. Compensation / Performance Management

Semester 6

- Entrepreneurship Development
- Management Accounting
- Operations Management
- AI Business Capstone + Dissertation
- Electives:
 1. Financial Services / Portfolio Management
 2. Service Marketing / IMC

SEMESTER VISE SUBJECTS

Extra-Curricular Activities

- Sports
- AICUF (All India Catholic University Federation)
- MAGIC Youth
- Resonance (cultural activities)
- NCC (National Cadet Corps)
- NSS (National Service Scheme)

Student Support

- Academic Counseling
- Mentoring System
- Guidance for Generic Elective subjects
- Encouragement for Self-Study

Non-CGPA Courses

- PLANET Programs
- NPTEL Courses
- Bridge Courses

Student-Centric Methods

- Minor Projects
- Internships
- Research Paper Presentations
- Group Discussions
- Seminars
- Debates