

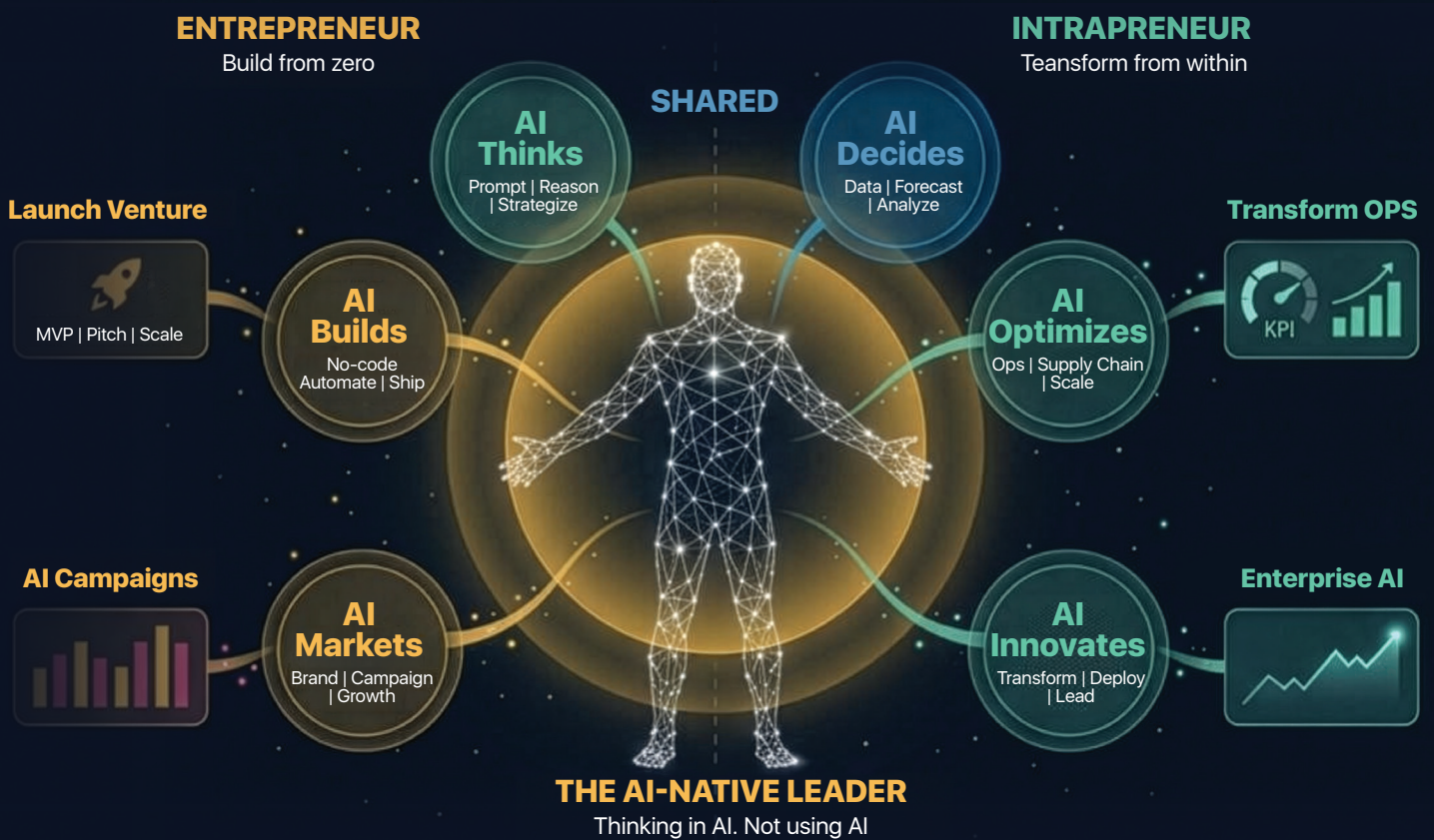


BBA

Artificial Intelligence

in Business

3 Years | 6 Semesters



80+ Professional AI Tools Across the Curriculum



ChatGPT



Claude



Midjourney

zapier



Copilot

Gemini

HubSpot

Figma

n8n

runway

python™

and many more

From First Prompt to Launched Venture

Phase 3:

CAPSTONE VENTURE

Build your own AI Business

60 Hours | 6 Projects

Investor-Ready Output

Phase 2:

DOMAIN APPLICATION

Apply AI Across the Enterprise

180 Hours | 18 Projects

3 Domains

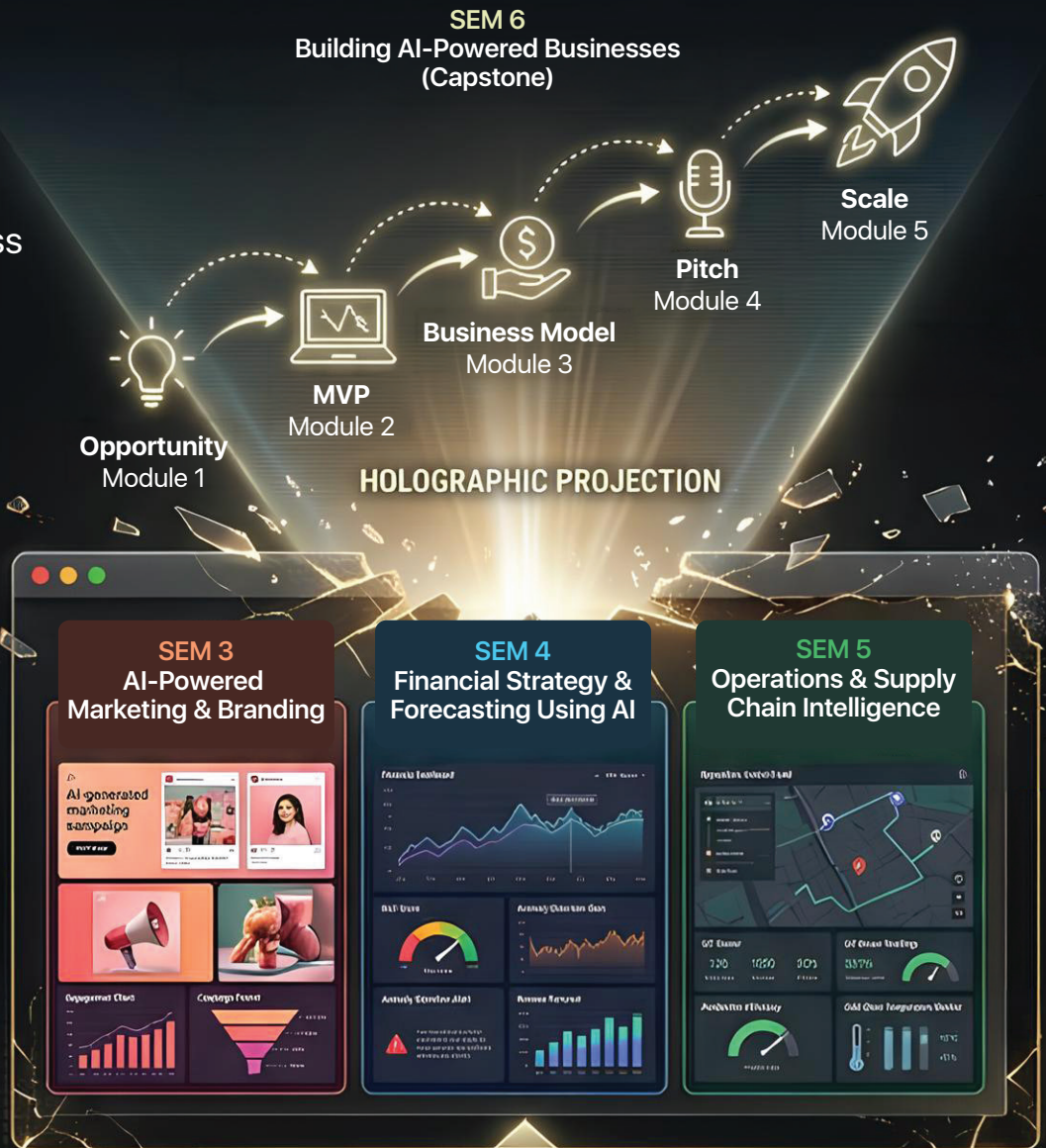
Phase 1:

AI FOUNDATION

Learn to think like AI

120 Hours | 12 Projects

15+ AI Tools



```
al_foundations.sh x  
  
> SEM 1: AI for Business Strategy & Innovation  
$ prompt --framework RACE --type multimodal 🧠🖋️🗑️  
$ generate --content brand_strategy --ethics enabled 💡🛡️  
// Prompt Engineering | Multimodal Content | AI Strategy | Ethics  
  
> SEM 2: Agentic AI & No-Code Business Workflows  
$ deploy --agent customer_support --platform n8n 🏠⚙️  
$ automate --process crm_pipeline --trigger event_based 🚀🔗  
// No-Code Systems | CRM Automation | HR Workflows | Agent Design
```