



- Pivot table dash board using time line
- What-if analysis
- Preparation of employee pay roll
- Tax Calculation
- Preparation of PGVCL Bill Generation Sheet



Bachelor of Business Administration (B.B.A.)			Semester - II
Course Title: Artificial Intelligence for Business	Course Code:		Course Title: SEC
Credit:02	Theory: 1 Hour	Practical: 02 Hours	Teaching / Lab Hours: 30
Internal Marks: 25	External Lab Exam Marks: 25	Total Marks: 50	Lab Exam Time: --

COURSE OUTCOMES:

- Understand the fundamental concepts of AI and its applications in the business context.
- Learn how to identify business problems that can be addressed using AI techniques.
- Learn how to design and implement AI solutions for business problems.

Pedagogy:

- Lectures can provide a foundation for understanding the basic concepts and principles of AI for business.
- Group discussion can provide an opportunity for students to share their insights and perspectives on AI and its implications for business.

COURSE CONTENT

Unit – 1	Intro to AI and its applications in Business Management	Hours: 10
	<ul style="list-style-type: none"> ▪ Definition of AI and its applications in Business Management ▪ Types of AI: Supervised, Unsupervised, and Reinforcement Learning ▪ AI Ethics and Bias ▪ Business use cases of AI 	
Unit – 2	Business Applications of AI	Hours: 10
	<ul style="list-style-type: none"> ▪ AI for Customer Service ▪ AI for Marketing and Advertising ▪ AI for Operations and Management ▪ AI for Financial Services ▪ AI for Healthcare ▪ Use case analysis 	
Unit – 3	Future of AI and Business Management	Hours: 10
	<ul style="list-style-type: none"> ▪ Emerging trends in AI for Business Management ▪ Ethics, Governance and Regulation of AI ▪ Opportunities and Challenges of AI for Business Management 	

Skill Development Activities: Practical Application

REFERENCES

- Artificial Intelligence for Business by Niraj Kumar
- Artificial Intelligence Strategy for Business – By Niraj Kumar



Bachelor of Business Administration (B.B.A.)		Semester - II	
Course Title: Stress Management	Course Code:		Type of Course: SEC
Credit: 02	Theory: 02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks: 25	External Marks: 25	Total Marks: 25	External Exam Time: 2 Hours

COURSE OUTCOMES:

- To understand the nature and causes of stress in organizations
- To familiarize the learners with the stress prevention mechanism
- To understand the strategies that help cope with stress
- To be able to apply stress management principles to achieve high levels of performance
- To enable learners to adopt effective strategies, plans and techniques to deal with

Pedagogy: Theory, Exercise

UNIT WISE SYLLABUS:

Unit - 1	Understanding Stress	Hours:10
	<ul style="list-style-type: none"> • Stress- Concept, Features, types of stress • Relation between Stressors and Stress • Potential Sources of stress- Individual, Organisational, Environmental • Consequences of stress-Physiological, Psychological and Behavioural Symptoms • Stress at the workplace- Meaning and Reasons • Impact of stress on performance • Burnout- Concept, Stress v/s Burnout 	
Unit - 2	Managing Stress	Hours:10
	<ul style="list-style-type: none"> • Pre- requisites of stress-free life • Anxiety- Meaning, Mechanisms to cope up with anxiety • Relaxation- Concept and techniques • Time Management - Meaning, Importance and approaches • Stress Management - Concept and beliefs • Managing stress at individual level • Stress Management Techniques- Organisational Level 	
Unit - 3	Stress Management Leading to Success	Hours:10
	<ul style="list-style-type: none"> • Eustress- Concept, factors affecting Eustress • Stress Management Therapy - Concept and benefits • Stress Counselling - concept and importance • Stress and New Technology • Assessment of stress- Tools and Techniques • Future of stress Management 	

Skill Development Activities: Stress Removal Exercise