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
	▪ 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
	▪ 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
	▪ 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