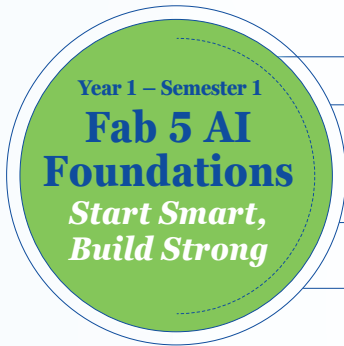


SCHOOL OF MANAGEMENT

BBA in AI



Fundamentals of AI

AI Ethics and Governance

AI Programming with Python

AI Tools & Prompt Engineering

Entrepreneurial with AI

Year 1 – Semester 1

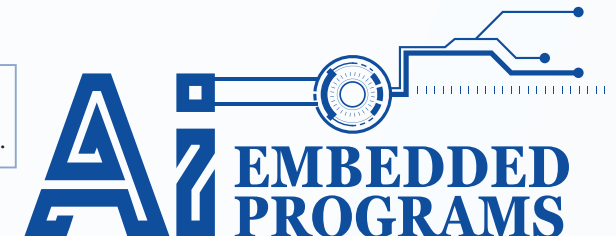
- Principles of Marketing
- People Management and Organizational Dynamics
- Economic Analysis
- Fundamentals of AI for Business Management
- Essentials of Psychology
- Open Elective – Music Appreciation (Indian)(SD)
- SMART – Societal Causes Management Aptitude and Responsibility Temperament (SD & AT)
- Yoga – A Practical Approach to Mind-Body Integration (IKS)
- LDP (Basic) (AT)
- Communication & Language Skills I
- Managing Money Wisely (SOM Open Elective)

Year 1 - Semester 2

- Finance for Decision Making (KL)
- Legal Framework of Business Operations (KL)
- Applied Information Systems in Business (KL)
- Advance AI applications in Business Management (SD)
- Startup Ideation using AI (SD)
- Open Elective – Applications of psychology in daily life (SD)
- Open Elective Music Appreciation (Western) (SD)
- Foreign Language – French
- Data Management
- Communication & Language Skills II

Universal Ai University awards credit for AP scores of 3 or higher in relevant subjects. Students who have completed AP Statistics (for business analytics) and AP Capstone Diploma are eligible for 3 credits each, which can be applied toward the BBA in AI program.

Note: The final courses which will be delivered will be approved by the School of Management UG BoS 2025.



Year 2 – Semester 3

- Option 1- Digital and Social Media Marketing
- Option 1- Financial Management (KL)
- Collective Bargaining and Negotiation (KL)
- Business in Action (KL)
- Ethical and Sustainable Business Practices (GS)
- Soft Skills I
- CMAPS (Social)
- LDP(Intermediate) (AT)

Year 2 – Semester 4

- Option 2- International Finance & Investment
- Option 2- Sales & Relationship Management
- Business Statistics with Applied Artificial Intelligence
- Prompt Engineering and AI for Business Management (KL)
- Business Research Reporting
- Soft Skill II(SD)
- The Essential Workplace Toolkit (Internship)
- Leadership Development Potential (Intermediate)
- Contemporary Operations Management

Year 3 – Semester 5

- Change Leadership (KL)
- Option 3 – Investment Management (SD)
- Option 3 – International and Global Marketing (SD)
- Ethical Supply Chain Management
- Cyber Security and Big Data for Business Management
- Campus to corporate
- Research Project and Dissertation based on AI application in Business-Part-I
- CMAPS(Corporate)
- LDP (Advanced) (AT)
- Career Management Guidance

Year 3 – Semester 6

- Option 4 – Strategic Brand Management (KL)
- Option 4 – Capital Markets and Derivatives (KL)
- Strategic Brand Management (KL)
- Innovations and Entrepreneurship (KL)
- Business Analytics and Data Visualization
- Research Project and Dissertation based on AI application in Business-Part-II (LW)
- Geopolitics

Year 4 – Semester 7

- Advanced Statistics using SPSS & AI (SD)
- Project Management (SD)
- Ethical and Responsible Research (SD)
- Environmental Stewardship and Ethical Governance (KL)
- Option 5 – Behavioural Finance (SD)
- Option 5 – Sales Management (SD)
- Option 6 – Specialisation based Research Project I (SD & AT)

Year 4 – Semester 8

- Case Study Writing (SD)
- Option 7 – Finance for Sustainable Future (SD)
- Option 7 – Social Media Applications and Analytics (SD)
- Option 8 – Specialisation based Research Project II (SD & AT)
- OJT (based on Major Elective) (SD & AT)

* 4-year BBA in AI Degree (Honours with Research). Applicable to students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year.

SCHOOL OF MANAGEMENT

Global BBA in AI

Fab 5 AI Foundations
Start Smart, Build Strong

- Fundamentals of AI & Business Statistics
- AI Ethics and Governance
- AI Programming with Python
- AI Tools & Prompt Engineering
- Entrepreneurial Opportunities with AI

Year 1 – Semester 1

- Principles of Marketing
- People Management and Organizational Dynamics
- Economic Analysis
- Fundamentals of AI for Business Management
- Essentials of Psychology
- Open Elective – Music Appreciation (Western)(SD)
- SMART – Societal Causes Management Aptitude and Responsibility Temperament (SD & AT)
- Yoga – A Practical Approach to Mind-Body Integration (IKS)
- LDP (Basic) (AT)
- Communication & Language Skills I
- Managing Money Wisely (SOM Open Elective)

Year 1 - Semester 2

- Finance for Decision Making (KL)
- Legal Framework of Business Operations (KL)
- Applied Information Systems in Business (KL)
- Advance AI applications in Business Management (SD)
- Startup Ideation using AI (SD)
- Open Elective – Applications of psychology in daily life (SD)
- Open Elective Music Appreciation (Western) (SD)
- Foreign Language – French
- Data Management
- Communication & Language Skills II



Universal Ai University awards credit for AP scores of 3 or higher in relevant subjects. Students who have completed AP Statistics (for business analytics) and AP Capstone Diploma are eligible for 3 credits each, which can be applied toward the BBA in AI program.

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Year 2 – Semester 3

- Option 1- Digital and Social Media Marketing
- Option 1- Financial Management (KL)
- Collective Bargaining and Negotiation (KL)
- Business in Action (KL)
- Ethical and Sustainable Business Practices (GS)
- Soft Skills I
- CMAPS (Social)
- LDP(Intermediate) (AT)

Year 2 – Semester 4

- Option 2- International Finance & Investment
- Option 2- Sales & Relationship Management
- Business Statistics with Applied Artificial Intelligence
- Prompt Engineering and AI for Business Management (KL)
- Business Research Reporting
- Soft Skill II(SD)
- The Essential Workplace Toolkit (Internship)
- Leadership Development Potential (Intermediate)
- Contemporary Operations Management

Year 3 – Semester 5

- Change Leadership (KL)
- Option 3 – Investment Management (SD)
- Option 3 – International and Global Marketing (SD)
- Ethical Supply Chain Management
- Cyber Security and Big Data for Business Management
- Campus to corporate
- Research Project and Dissertation based on AI application in Business-Part-I
- CMAPS(Corporate)
- LDP (Advanced) (AT)
- Career Management Guidance

Year 3 – Semester 6

- Option 4 – Strategic Brand Management (KL)
- Option 4 – Capital Markets and Derivatives (KL)
- Strategic Brand Management (KL)
- Innovations and Entrepreneurship (KL)
- Business Analytics and Data Visualization
- Research Project and Dissertation based on AI application in Business-Part-II (LW)
- Geopolitics

Year 4 – Semester 7

- Advanced Statistics using SPSS & AI (SD)
- Project Management (SD)
- Ethical and Responsible Research (SD)
- Environmental Stewardship and Ethical Governance (KL)
- Option 5 – Behavioural Finance (SD)
- Option 5 – Sales Management (SD)
- Option 6 – Specialisation based Research Project I (SD & AT)

Year 4 – Semester 8

- Case Study Writing (SD)
- Option 7 – Finance for Sustainable Future (SD)
- Option 7 – Social Media Applications and Analytics (SD)
- Option 8 – Specialisation based Research Project II (SD & AT)
- OJT (based on Major Elective) (SD & AT)

* 4-year BBA in AI Degree (Honours with Research). Applicable to students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year.

SCHOOL OF MANAGEMENT

IPM (BBA + MBA)

Fab 5 AI Foundations
Start Smart,
Build Strong

Fundamentals of AI & Business
Statistics

AI Ethics and Governance

AI Programming with Python

AI Tools & Prompt Engineering

Entrepreneurial Opportunities
with AI

Year 1 – Semester 1

- Principles of Marketing
- People Management and Organizational Dynamics
- Economic Analysis
- Fundamentals of AI for Business Management
- Essentials of Psychology
- Open Elective – Music Appreciation (Western)(SD)
- SMART – Societal Causes Management Aptitude and Responsibility Temperament (SD & AT)
- Yoga – A Practical Approach to Mind-Body Integration (IKS)
- LDP (Basic) (AT)
- Communication & Language Skills I
- Managing Money Wisely (SOM Open Elective)

Year 1 - Semester 2

- Finance for Decision Making (KL)
- Legal Framework of Business Operations (KL)
- Applied Information Systems in Business (KL)
- Advance AI applications in Business Management (SD)
- Startup Ideation using AI (SD)
- Open Elective – Applications of psychology in daily life (SD)
- Open Elective Music Appreciation (Western) (SD)
- Foreign Language – French
- Data Management
- Communication & Language Skills II

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Year 2 – Semester 3

- Option 1- Digital and Social Media Marketing
- Option 1- Financial Management (KL)
- Collective Bargaining and Negotiation (KL)
- Business in Action (KL)
- Ethical and Sustainable Business Practices (GS)
- Soft Skills I
- CMAPS (Social)
- LDP(Intermediate) (AT)

Year 2 – Semester 4

- Option 2- International Finance & Investment
- Option 2- Sales & Relationship Management
- Business Statistics with Applied Artificial Intelligence
- Prompt Engineering and AI for Business Management (KL)
- Business Research Reporting
- Soft Skill II(SD)
- The Essential Workplace Toolkit (Internship)
- Leadership Development Potential (Intermediate)
- Contemporary Operations Management

Year 3 – Semester 5

- Change Leadership (KL)
- Option 3 – Investment Management (SD)
- Option 3 – International and Global Marketing (SD)
- Ethical Supply Chain Management
- Cyber Security and Big Data for Business Management
- Campus to corporate
- Research Project and Dissertation based on AI application in Business-Part-I
- CMAPS(Corporate)
- LDP (Advanced) (AT)
- Career Management Guidance

Year 3 – Semester 6

- Option 4 – Strategic Brand Management (KL)
- Option 4 – Capital Markets and Derivatives (KL)
- Strategic Brand Management (KL)
- Innovations and Entrepreneurship (KL)
- Business Analytics and Data Visualization
- Research Project and Dissertation based on AI application in Business-Part-II (LW)
- Geopolitics

Year 4 Super 6 AI Foundations: *Start Smart, Build Strong*

Fundamentals of AI & Business Statistics

AI Ethics and Governance

AI Programming with Python

AI Tools & Prompt Engineering

Entrepreneurial Opportunities with AI

Business Analytics with AI

Year 4 – Core Modules

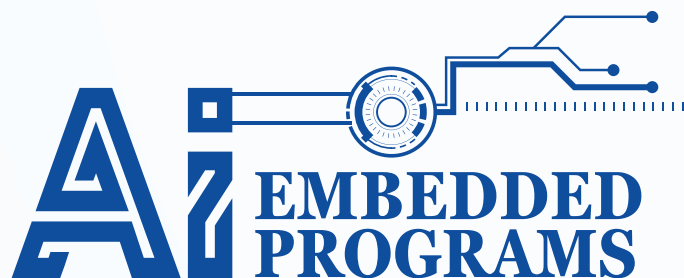
- Intelligent Financial Accounting
- Operations Management
- Next Gen Marketing Management
- Organizational Behavior
- Economics for Managers with IER (Indian Economic Review)
- Corporate Finance
- Selling and Negotiations
- Automated Human Resource Management
- Legal Approach to Business
- Strategic Management
- Entrepreneurship Management
- Project Management
- iBusiness Research Methods

Year 4 – Experiential Learning

- Leadership Development Potential
- Mentoring
- Wisdom Towards Self Excellence
- Management of Self
- Experiential Learning Toolkit (Tri Business / Case Blazer/ Thomson Reuters)
- SMART (Societal Management Aptitude & Responsibility Temperament) Project
- CMAPS (Collaborative Approach Towards Problem-Solving) I & II
- Summer Internship
- Design Thinking & Innovation
- Research Paper Publication
- CAP (Consulting Aptitude Project)
- Sports

Year 4 – Optional Subjects

- Universal Philosophies Impacting Society / CMAPS II



Note: The final courses which will be delivered will be approved by the School of Management UG BoS 2025.

Year 5 - MBA (Single Specialisation) - Year 2

1 Marketing (Major)

- Sales & Distribution Management
- Fundamentals of Digital Marketing & AI
- Retail Marketing Strategy
- Consumer Behaviour
- Advanced Digital Marketing & Agentic AI
- Product & Brand Management
- Marketing Analytics
- Global Marketing Strategy
- Services Marketing
- Luxury Marketing
- Integrated Marketing Communication
- Green Marketing Project

2 Finance (Major)

- Tax Planning
- Investment Analytics
- Banking & Micro Finance
- Financial Products & Services
- Financial Modeling
- AI enabled Securities Analysis & Portfolio Management
- Financial Planning & Analytics
- Mutual Fund Product & Strategy
- Fintech with AI
- Wealth Management
- Financial Risk Management Using AI Tools
- Green Finance Project

3 Human Resources (Major)

- AI powered Talent Acquisition & Management
- NextGen Learning & Development
- AI driven Competency Mapping & Performance Management
- People Engagement & AI empowered Counseling
- AI enabled Compensation & Benefits
- Visual Analytics
- HR Analytics
- Diversity, Equity & Inclusion
- Policies and Practices in HRM
- Organizational Design & Development
- Emotional Intelligence & Mental Wellbeing
- Green HR Project

