

Program: Bachelor of Management Studies (B.M.S.)				Semester: II	
Course: Applications of Artificial Intelligence in Business (2024-25)				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)	Semester End Examinations (SEE)
2	-	-	2	40%	60%
Learning Objectives:					
<ol style="list-style-type: none"> 1. Understand the foundational concepts of AI and its diverse applications within the business domain 2. Explore the key AI techniques relevant to business, including machine learning, natural language processing and recommendation systems 3. Analyze case studies of AI implementation in prominent businesses to gain insights into successful strategies 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Demonstrate usage of AI concepts within business planning and designing					
CO2: Identify and evaluate AI techniques applicable to business contexts for solving specific business problems with AI					
CO3: Develop critical thinking skills to assess the opportunities and challenges of integrating AI into business operations					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Overview of Artificial Intelligence				10
2	AI in Business Domain Exclusively				10
3	Artificial Intelligence Trailblazers – Cases from Big Companies				10
Total					30
Practicals					-

Unit	Topic	No. of Hours
Module 1	<p>Overview of Artificial Intelligence</p> <p>What Is Artificial Intelligence? What Is Intelligence?, Testing Machine Intelligence, The General Problem Solver, Strong and Weak Artificial Intelligence, Artificial Intelligence Planning, Learning over Memorizing</p> <p>AI Techniques in Business Machine Learning, Natural Language Processing, Recommendation Systems, Predictive Analytics, Decision Support Systems, Opportunities and Challenges of AI in Shaping the Future of Work</p>	10
Module 2	<p>AI in Business Domain Exclusively</p> <p>AI in Marketing and Sales Personalization and recommendations, Customer segmentation and targeting, Sales forecasting and lead generation</p> <p>AI Driven Operations and Financial Management Supply chain optimization and maintenance, AI powered inventory management and demand forecasting, Automation of repetitive tasks, Fraud detection and prevention, Trading and financial forecasting</p> <p>AI for Decision Making and Human Resource Management Scenario planning and strategic simulations, AI powered business intelligence tools, Recruitment and talent acquisition with AI, Performance evaluation and workforce planning</p>	10
Module 3	<p>Artificial Intelligence Trailblazers – Cases from Big Companies</p> <ul style="list-style-type: none"> • Alibaba: Using Artificial Intelligence to Power the Retail And Business-To-Business Services Of The Future • Netflix: Using Artificial Intelligence to Give Us A Better TV Experience • Elsevier: Using Artificial Intelligence to Improve Medical Decisions And Scientific Research • Alphabet and Google: Maximizing the Potential Of Artificial Intelligence • BMW: Using Artificial Intelligence to Build And Drive The Cars Of Tomorrow 	10

Reference Books:

- [1]. Bernard Marr, Matt Ward, “Artificial Intelligence in Practice”, Wiley, 2019

- [2]. Rajendra Akerkar, “Artificial Intelligence for Business”, Springer, 2019

- [3]. Doug Rose, “Artificial Intelligence for Business”, Pearson FT Press, 2020

- [4]. Raj Venkatesan and Jim Lecinski, “The AI Marketing Canvas”, Stanford Business Books, 2021

- [5]. Livia Rainsberger, “AI – The New Intelligence in Sales”, Springer, 2022

- [6]. Bahaaeddin A. M. Alareeni, Islam Elgedawy, “Artificial Intelligence and Finance”, Springer, 2023

Prepared by:

Approved by:

Signature
Head of Department Management

Signature
(Principal)

Evaluation Pattern

Total Marks allotted: 50 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions	10 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Assignments/ Group Discussions Etc.	10 marks

b) Semester End Exam

Question No	Description	Marks	Total Marks
1	Answer the following Questions (Any 2 out of 3)	05 x 2	10
2	Answer the following Questions (Any 2 out of 3)	05 x 2	10
3	Answer the following Questions (Any 2 out of 3)	05 x 2	10
Total Marks			30

Signature
(Program Chairperson & Vice Principal)

Signature
(Principal)