Symbiosis Artificial Intelligence Institute (SAII)

Bachelor of Business Administration (Artificial Intelligence) – Honours/ Honours with Research

Programme Structure 2025-29

Semester-1				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
Foundational Mathematics for AI	Sem 1	Major Foundation	4	0
Essentials of Marketing	Sem 1	Major Discipline Core	2	0
Database Management System with SQL	Sem 1	Major Foundation	3	1
Introduction to AI & Data Preprocessing	Sem 1	Major Foundation	0	2
Principles and Practices of Management	Sem 1	Major Discipline Core	2	0
Business Communication Skills	Sem 1	Ability Enhancement	3	0
Python Programming	Sem 1	Skill Enhancement	1	2
Indian Knowledge System	Sem 1	Value Added	2	0
Total Credits: 22				

Semester-2				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
Statistics for Data Science	Sem 2	Major Foundation	2	0
Financial Accounting	Sem 2	Major Discipline Core	2	0
Data Visualization	Sem 2	Major Foundation	0	2
Machine Learning and Deep Learning	Sem 2	Major Foundation	3	1
Multidisciplinary Course I *	Sem 2	MDC	3	0
Technical Communication Skills	Sem 2	Ability Enhancement	3	0
Data Analytics using MS-Excel	Sem 2	Skill Enhancement	1	2
Creative and Critical Thinking	Sem 2	Value Added	2	0
Health and Wellness Module I	Sem 2			
Total Credits: 21			**15**	**6**
Note: Students exiting at the end of the second semester and earning 43 credits will be awarded a "Certificate in Artificial Intelligence for Business Administration" provided they successfully complete the additional 4 credits of vocational course offered during the summer term.				

* Student will choose any one course from the University basket of Multidisciplinary Courses.

Semester-3				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
Natural Language Processing	Sem 3	Major Foundation	3	1
Introduction to Environment and Sustainability	Sem 3	Value Added	2	0
Health and Wellness Module II	Sem 3	Non-Letter Graded Course		
Major Specializations (Choose any one Group)				
Note: Once a Major is chosen, student has to continue the same for rest of the Programme				
Group 1 (Financial Technologies)				
Introduction to Financial Markets and Economics	Sem 3	Major	4	0
Banking and Fintech	Sem 3	Major	4	0
Business Analysis and Modelling	Sem 3	Major	3	1
Group 2 (Marketing Technologies)				
Foundations of Marketing Technology	Sem 3	Major	4	0
Data-Driven Marketing Analytics	Sem 3	Major	3	1
Customer Relationship Management (CRM) and Automation	Sem 3	Major	4	0
Group 3 (Technologies for Global Supply Chain)				
Operations Management	Sem 3	Major	4	0
Operations Research	Sem 3	Major	4	0
Supply Chain Management	Sem 3	Major	4	0
Group 4 (HR Technologies)				
Organization Behavior and Human Resource Management	Sem 3	Major	4	0
HR Analytics & Balance Score Card	Sem 3	Major	3	1
AI Driven Learning and Development	Sem 3	Major	4	0
Group 5 (Media & Creative Industries)				
Introduction to Media and AI	Sem 3	Major	3	1
Practical Photography in the Age of AI	Sem 3	Major	4	0
Design Principles and AI	Sem 3	Major	4	0

Minor Specializations (Choose Any One Group other than the chosen Major) Students can choose Minor from B.B.A(AI) / B.Sc(AI) Note: Once a Minor is chosen, student has to continue the same for rest of the Programme				
Group 1 (Financial Technologies)				
Introduction to Financial Markets and Economics	Sem 3	Minor	4	0
Banking and Fintech	Sem 3	Minor	4	0
Group 2 (Marketing Technologies)				
Foundations of Marketing Technology	Sem 3	Minor	4	0
Customer Relationship Management (CRM) and Automation	Sem 3	Minor	4	0
Group 3 (Technologies for Global Supply Chain)				
Operations Management	Sem 3	Minor	4	0
Supply Chain Management	Sem 3	Minor	4	0
Group 4 (HR Technologies)				
Organization Behaviour and Human Resource Management	Sem 3	Minor	4	0
HR Analytics & Balance Score Card	Sem 3	Minor	3	1
Group 5 (Media & Creative Industries)				
Introduction to Media and AI	Sem 3	Minor	3	1
Design Principles and AI	Sem 3	Minor	4	0
Total Credits:26				

Semester-4				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
Service Learning	Sem 4	Service-Learning Project	0	2
Multidisciplinary Course II *	Sem 4	MDC	3	0
AI Tools and Prompt Engineering	Sem 4	Skill Enhancement	2	
Vasudhiava Kutumbakam	Sem 4			
Major Specializations (Choose any one Group) **Note: Once a Major is chosen, student has to continue the same for rest of the Programme**				
Group 1 (Financial Technologies)				

Data Driven Banking Insurance and Finance	Sem 4	Major	4	0
Digital Payment Systems	Sem 4	Major	4	0
Group 2 (Marketing Technologies)				
AI Applications in Marketing	Sem 4	Major	3	1
Digital Advertising & Programmatic Marketing	Sem 4	Major	4	0
Group 3 (Technologies for Global Supply Chain)				
Supply Chain Analytics	Sem 4	Major	3	1
International Trade and Logistics	Sem 4	Major	4	0
Group 4 (HR Technologies)				
AI Driven Recruitment and Talent Acquisition	Sem 4	Major	4	0
People Analytics and Workforce Intelligence	Sem 4	Major	3	1
Group 5 (Media & Creative Industries)				
Scriptwriting and Storytelling with AI	Sem 4	Major	4	0
AI & the Future of Advertising, Branding and Public Relations	Sem 4	Major	4	0
Minor Specializations (Choose Any One Group other than the chosen Major)				
Students can choose Minor from B.B.A(AI) / B.Sc(AI)				
Note: Once a Minor is chosen, student has to continue the same for rest of the Programme				
Group 1 (Financial Technologies)				
Data Driven Banking Insurance and Finance	Sem 4	Minor	4	0
Digital Payment Systems	Sem 4	Minor	4	0
Group 2 (Marketing Technologies)				
AI Applications in Marketing	Sem 4	Minor	3	1
Digital Advertising & Programmatic Marketing	Sem 4	Minor	4	0
Group 3 (Technologies for Global Supply Chain)				
Supply Chain Analytics	Sem 4	Minor	3	1
International Trade and Logistics	Sem 4	Minor	4	0
Group 4 (HR Technologies)				

AI Driven Recruitment and Talent Acquisition	Sem 4	Minor	4	0
People Analytics and Workforce Intelligence	Sem 4	Minor	3	1
Group 5 (Media & Creative Industries)				
Scriptwriting and Storytelling with AI	Sem 4	Minor	4	0
AI & the Future of Advertising, Branding and Public Relations	Sem 4	Minor	4	0
Total Credits:23				
* Student will choose any one course from the University basket of Multidisciplinary Courses.				
Note: Students exiting at the end of the fourth semester and earning 92 credits will be awarded a "Diploma in Artificial Intelligence for Business Administration," provided they successfully complete the additional 4 credits of vocational courses offered during the summer term.				

Semester-5				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
Project (Major Specialization)	Sem 5	Project	**0**	4
Major Specializations (Choose any one Group) **Note: Once a Major is chosen, student has to continue the same for rest of the Programme**				
Group 1 (Financial Technologies)				
Financial Analytics	Sem 5	Major	3	1
Financial and Systemic Fraud	Sem 5	Major	4	0
Fintech Framework and Governance	Sem 5	Major	4	0
Group 2 (Marketing Technologies)				
Social Media and Influencer Marketing Technologies	Sem 5	Major	3	1
E-Commerce and Retail Technologies	Sem 5	Major	4	0
Content Strategy and SEO with AI	Sem 5	Major	4	0
Group 3 (Technologies for Global Supply Chain)				
Managing Digital Transformation	Sem 5	Major	4	0
AI for Logistics Optimization	Sem 5	Major	3	1
Sustainable Supply Chain with AI	Sem 5	Major	4	0
Group 4 (HR Technologies)				

AI in Performance and Employee Experience Management	Sem 5	Major	3	1
Diversity Equity and Inclusion	Sem 5	Major	4	0
AI-Driven Compensation and Benefits Analytics	Sem 5	Major	4	0
Group 5 (Media & Creative Industries)				
AI in Fashion: Trends and Transformations	Sem 5	Major	4	0
AI in Journalism	Sem 5	Major	4	0
Media Analytics and Artificial Intelligence	Sem 5	Major	3	1
Minor Specializations (Choose Any One Group other than the chosen Major)				
Students can choose Minor from B.B.A(AI) / B.Sc(AI)				
Note: Once a Minor is chosen, student has to continue the same for rest of the Programme				
Group 1 (Financial Technologies)				
Financial Analytics	Sem 5	Minor	3	1
Fintech Framework and Governance	Sem 5	Minor	4	0
Group 2 (Marketing Technologies)				
Social Media and Influencer Marketing Technologies	Sem 5	Minor	3	1
E-Commerce and Retail Technologies	Sem 5	Minor	4	0
Group 3 (Technologies for Global Supply Chain)				
Managing Digital Transformation	Sem 5	Minor	4	0
AI for Logistics Optimization	Sem 5	Minor	3	1
Group 4 (HR Technologies)				
AI in Performance and Employee Experience Management	Sem 5	Minor	3	1
Diversity Equity and Inclusion	Sem 5	Minor	4	0
Group 5 (Media & Creative Industries)				
AI in Fashion: Trends and Transformations	Sem 5	Minor	4	0
Media Analytics and Artificial Intelligence	Sem 5	Minor	3	1
Total Credits:24				

Semester-6				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
Internship	Sem 6	Internship	0	8
Research Methodology	Sem 6	Major	4	0
Total Credits :12				
Note: Students exiting at the end of the sixth semester and earning 128 credits will be awarded a Bachelor of Business Administration (Artificial Intelligence).				

Semester -7				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
SEMESTER 7 (Honours)				
Digital Transformation	Sem 7	Advanced Major	**4**	**0**
Reinforcement Learning	Sem 7	Advanced Major	**4**	**0**
GEN AI and LLM Essentials	Sem 7	Advanced Major	**3**	**1**
ML Ops	Sem 7	Advanced Major	**3**	**1**
Cloud Computing	Sem 7	Minor	**4**	**0**
Business Analytics	Sem 7	Minor	**4**	**0**
Total Credits (Honours): 24				
Semester - 7 (Honours with Research)				
Literature Review	Sem 7	Advanced Major	**4**	**0**
Scientific Paper Writing	Sem 7	Advanced Major	**4**	**0**
Ethics in Research	Sem 7	Advanced Major	**4**	**0**
Advanced Research Methods	Sem 7	Advanced Major	**4**	**0**
Project	Sem 7	Minor	**4**	**0**
Total Credits (Honours with research): 20				

Semester-8				
Title of the Course	**Semester**	**Course Category**	**Theory**	**Practical**
SEMESTER 8 (Honours)				
Capstone Project	Sem 8	Project	0	12
Flexi Credit Course	Sem 8	Advanced Major	4	0

Total Credits (Honors): 16				
SEMESTER 8 (Honours with Research)				
Intellectual Property Rights	Sem 8	Advanced Major	2	0
Flexi Credit Course	Sem 8	Minor	4	0
Research Project	Sem 8	Project	12	0
SEMINAR	Sem 8	Advanced Major	2	0
Total Credits: 20				
Total Credits at the end of Fourth year for Bachelor of Business Administration (Artificial Intelligence) - Honours with Research – 168 (Major 86, Minor 32, Multidisciplinary 6, Ability Enhancement Courses 6, Skill Enhancement Courses 8, Internship 8, Research Project/Seminar 16, Common Value-Added Courses 6).				