COURSE CONTENT

AI FOR BUSINESS								
III Semester: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
		L	T	P	C	CIE	SEE	Total
25MB018	CORE	4	0	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil				Total Classes: 60		
Prerequisite: Basic knowledge of Artificial Intelligence concepts, computers, and fundamental business management principles.								

COURSE OVERVIEW:

This course introduces the fundamental concepts, types, and applications of Artificial Intelligence in business and management. It explains the evolution, features, and goals of AI along with its implementation in enterprise environments. The course covers AI applications across various sectors such as healthcare, finance, retail, education, and supply chain management. It also discusses AI agents, robotics, and the relationship between AI, machine learning, and data science. Emphasis is given to ethical issues, governance, data privacy, and regulatory frameworks in AI. The course enables students to understand and apply AI concepts for informed managerial decision-making.

COURSE OBJECTIVES:

- To introduce students to the basic concepts, goals, and features of Artificial Intelligence (AI) in business.
- To help students understand different types of AI and how AI is implemented in enterprises.
- To explore how AI is used across various business functions like marketing, HR, finance, and supply chain.
- To explain the role of AI agents, robots, and how AI connects with machine learning and data science.
- To discuss the ethical, legal, and regulatory challenges of using AI in business.

COURSE OUTCOMES: After completion of the course, students should be able to

1. Define AI and describe its uses and importance in business.
2. Explain different types of AI and how companies can plan for AI implementation.
3. Identify how AI helps improve business areas such as customer service, finance, HR, and operations.
4. Understand the use of AI agents, robots, and the link between AI, machine learning, and data science.

5. Discuss the ethical and legal issues in AI, including fairness, data privacy, and accountability.

Unit – I: Introduction to Artificial Intelligence: Definition and scope, Evolution of AI in Business, Importance and applications of AI, Foundations of AI, Features of AI, Goals of AI, Managerial view of AI, AI subfields, issues and challenges in AI.

Unit – II: AI Types and Implementation: AI types – Based on capabilities: Narrow AI, General AI, Super AI, Based on functionalities: Reactive Machines, Limit memory -generative AI, virtual assistant and chat bots, responsible AI, Self-aware AI, Generative AI. Role of Data in enterprise AI, a blueprint for enterprise, AI implementation.

Unit – III: AI Application in Business: AI Product Development Lifecycle, Product market Fit, Stages of the AI lifecycle, AI in Customer relationship management, healthcare, Finance, Retail, Agriculture, Education, Supply chain, Sales forecasting, HR Analytics.

Unit – IV: AI Agents & Robots: Autonomous agents, Agentic AI, Robots in used today, Human machine collaboration, Managing automation with robots. AI & ML – overlaps among AI, ML and Data science.

Unit – V: Ethical and Regulatory aspects in AI: Ethical considerations in AI, AI risk and governance, managing AI security concerns, bias and fairness in AI systems. AI regulatory frameworks, Data privacy and security, liability and accountability, Intellectual Property in AI.

TEXT BOOKS:

- Sathish S. Nadig, Principles of Artificial Intelligence, Himalaya Publishing House.
- Anannya Shaha, Shilu Varghese, Artificial Intelligence in Business, Himalaya Publishing House, 1e, 2021.
- Kaushiki Sanyal, Rajesh Chakrabarti, Artificial Intelligence and India, Oxford University Press, 2020.
- P. Vishvapathi, Abdul Khadeer, Khaja Mahabubullah, Artificial Intelligence, Quill Tech Publications, 1e, 2026.
- G. Ashok Kumar, K. C. Sreedhar et al., Artificial Intelligence: Foundations, Frontiers and Futures, Quill Tech Publications, 1e, 2025.

REFERENCE BOOKS:

- Alexis Leon, Artificial Intelligence, Vikas Publishing House, New Delhi.
- S. Rajasekaran, G. A. Vijayalakshmi Pai, Neural Networks, Fuzzy Logic and Genetic Algorithms: Synthesis and Applications, PHI Learning.
- E. Balagurusamy, Artificial Intelligence, McGraw-Hill Education (India).
- P. K. Sinha, Priti Sinha, Artificial Intelligence, BPB Publications, New Delhi.
- M. A. Jayaram, Artificial Intelligence and Machine Learning, McGraw-Hill Education.

ELECTRONIC RESOURCES:

1. https://nptel.ac.in/courses/106105077 — NPTEL: *Artificial Intelligence* (IIT Kharagpur)
2. https://nptel.ac.in/courses/106106139 — NPTEL: *Introduction to Artificial Intelligence* (IIT Madras)
3. https://www.ai.gov.in/ — Government of India AI Portal (India AI)
4. https://www.mygov.in/campaigns/indiaai/ — India AI Initiative – Digital India
5. https://www.ibm.com/topics/artificial-intelligence — IBM AI Learning Resources

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drshya Siksha Sangrah (DSS) Videos