

**SES's L.S. RAHEJA COLLEGE OF ARTS AND
COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: INFORMATION TECHNOLOGY AND DATA
SCIENCE

PROGRAMME: BAMMC

SEMESTER: IV

NOMENCLATURE OF THE COURSE: Application of AI in Business

NEP Vertical: Open Elective (OE)

Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme:	Bachelor of Arts in Multimedia and Mass communication
Nomenclature of the Course	Applications of AI in Business
Total Marks	50
Semester:	IV
Academic year	2025-26

LEARNING OBJECTIVES:

1. Understand the foundational principles of AI and its technologies.
2. Identify AI applications across different business functions.
3. Analyze AI's impact on decision-making processes.
4. Learn the ethical, societal, and legal issues related to AI in business.

COURSE OUTCOMES:

1. Define the key concepts, terms, and technologies related to artificial intelligence.
2. Explain the basic principles of AI, including machine learning, deep learning, natural language processing, and computer vision.
3. Identify different types of AI systems and describe their functionalities and applications in various industries.
4. Discuss the historical evolution of AI and its current trends and future potential.

Unit	Course Content	Andragogy	No of Lectures
I	<p>1.1 Introduction to AI: Definition, history, and evolution of AI, Types of AI: Narrow AI vs. General AI, AI vs. Machine Learning vs. Deep Learning, AI in today's business landscape</p> <p>1.2 Basic AI concepts and techniques: Machine learning basics, Neural networks and deep learning, Natural Language Processing (NLP), Computer Vision</p> <p>1.3 AI Applications in Business: Customer Service and Chatbots, Predictive Analytics and Decision Making, Role of AI in automation, optimization, and innovation, Benefits and challenges of AI in business</p> <p>Case studies: AI applications in business (e.g., Amazon, Google, IBM Watson)</p>	<ul style="list-style-type: none"> • Task or problem centred • Give students problems: Provide problems for students to solve independently or in groups. • Encourage self-directed learning: Allow students to choose their learning methods and materials. • Use real-life examples: Incorporate real-life examples into Lessons. 	15

II	<p>2.1 AI in Marketing and Customer Relationship Management: Customer data collection and analysis, Personalization strategies with AI (e.g., recommendation systems, targeted advertising), Chatbots and Virtual Assistants, Sentiment analysis and feedback analysis, Demand forecasting and inventory management, Predictive customer behavior analysis.</p> <p>2.2 Ethical, Legal, and Societal Implications of AI: Data privacy concerns, Bias and fairness in AI algorithms, Transparency and accountability in AI systems, AI and intellectual property laws, International standards and regulations</p> <p>2.3 Future Trends and Innovations in AI: Emerging AI technologies, AI and 5G: Impact on business applications, The evolution of AI in business, Potential impacts on job markets and skills, Ethical AI and responsible AI development</p> <p>Case Studies and Discussions Real-world examples of AI implementation in businesses Group discussions on AI opportunities and challenges</p>	<ul style="list-style-type: none"> • Task or problem centred • Give students problems: Provide problems for students to solve independently or in groups. 	15
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SUGGESTED READINGS

1. Stuart Russell and Peter Norvig, "Artificial Intelligence: A Modern Approach" (4th Edition), Pearson, 2020.
2. Ethem Alpaydin, "Introduction to Machine Learning" (4th Edition), MIT Press, 2020.
3. Thomas H. Davenport, "The AI Advantage: How to Put the Artificial Intelligence Revolution to Work", MIT Press, 2018.
4. Ajay Agrawal, Joshua Gans, and Avi Goldfarb, "Prediction Machines: The Simple Economics of Artificial Intelligence", Harvard Business Review Press, 2018.
5. Martin Ford, "Rule of the Robots: How Artificial Intelligence Will Transform Everything", Basic Books, 2021.

QUESTION PAPER PATTERN

(A) FOR CONTINUOUS EVALUATION

Particulars	Marks
Presentation/Viva Voce/Quiz	10
Assignment/Project	10
Total	20

(B) QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

Question No.	Description	Total Marks	
Q. 1	Attempt the following Unit I	15	
A	Remembering		
B	Analysing		
C	Applying		
	OR		
P	Remembering		
Q	Analysing		
R	Applying		
Q. 2	Attempt the following Unit II		15
A	Understand		
B	Applying		
C	Evaluating		
	OR		
P	Understand		
Q	Applying		
R	Evaluating		