Gyanmanjari Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-6 (BBA)

Subject: Generative AI for Entrepreneurs – BBAIE16324

Type of course: Major (Core)

Prerequisite:

Students should have basic knowledge of business fundamentals and familiarity with digital/AI concepts.

Rationale:

This course aims to equip students to understand the potential applications of generative AI in entrepreneurship and also evaluate the ethical and strategic implications of its adoption in business.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
					CCE		
CI	T	P	C	SEE	MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits 25 Marks = 100 Marks (each credit carries 25 Marks)
SEE 100 Marks will be converted in to 50 Marks
CCE 100 Marks will be converted in to 50 Marks
It is compulsory to pass in each individual component.

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Course Content:

Sr. No	Course content	Hrs	% Weightage
1	**Foundations of Generative AI & Business Applications** • Definition, scope, and evolution of Generative AI • Core technologies: LLMs, GANs, Diffusion Models, Transformers • Difference between Generative AI and traditional AI • Applications in entrepreneurship: idea generation, customer engagement, marketing, automation • Overview of popular GenAI tools and platforms (ChatGPT, DALL·E, MidJourney, etc.)	15	25
2	**Prompt Engineering and Model Adaptation** • Basics of prompts: zero-shot, few-shot, and instruction-based learning • Advanced prompting methods: templates, meta-prompting, chain-of-thought • Retrieval Augmented Generation (RAG) and embeddings • Model customization: fine-tuning and adaptation for business contexts • Overview of available AI platforms and ecosystems	15	25
3	**Building Generative AI Products & Business Models** • Opportunity identification in GenAI entrepreneurship • Prototyping and conceptualizing AI-driven products • Business models: subscription, SaaS, API-based, content monetization, and licensing • Evaluation parameters: scalability, accuracy, cost-effectiveness, and ROI • Strategies for marketing and adoption of AI-based products	15	25
4	**Ethics, Risks, and Emerging Trends in Generative AI** • Ethical issues: bias, hallucination, plagiarism, copyright/IP rights • Risk management and compliance with global regulations • Strategic adoption of Generative AI in startups and established firms • Emerging trends: multimodal AI, AI agents, workflow automation, social impact • Case studies of startups and enterprises leveraging Generative AI	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	**Business Idea with AI Tool:** Students will select a startup/business idea of their choice and use a generative AI tool to generate 5 innovative suggestions to improve it. They will upload the PDF on GMIU Web Portal.	10
2	**Marketing Poster with AI:** Students will choose a product/service and create a simple marketing poster using an AI design tool. They will save it as PDF and upload on GMIU Web Portal.	10
3	**Field Visit – Startup/Business Talk:** Students will visit a nearby small business/startup and ask how digital tools or AI could help them (e.g., customer service, ads, or product design). They will note down 5 points and upload the PDF on GMIU Web Portal.	10
4	**AI-Powered Pitch Writing:** Students will write a short business pitch (5–6 lines) for a product or service with the help of a generative AI tool. They will upload the pitch in PDF format on GMIU Web Portal.	10
5	**Social Media Content Creation:** Students will select a product or service and use a generative AI tool to create 3 short social media post ideas (captions, taglines, or ad text). They will upload the PDF on GMIU Web Portal.	10
6	**Future of AI in Business – Idea Sharing:** Students will write 5–6 lines about one new way generative AI can be used by entrepreneurs in the future (example: AI customer assistant, automated product design, AI-driven marketing). They will upload the PDF on GMIU Web Portal.	10
7	**Attendance**	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	10%	0%	10%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Explicate the fundamentals of generative AI and identify its applications in entrepreneurship.
CO2	Understand and apply prompt engineering concepts for business-oriented solutions.
CO3	Conceptualize AI-based entrepreneurial products and analyze viable business models.
CO4	Evaluate ethical, strategic, and futuristic aspects of Generative AI in entrepreneurship.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Taulli, Tom. Generative AI: How ChatGPT and Other AI Tools Will Revolutionize Business. Apress.
[2] Harvard Business Review. The Insights You Need: Generative AI. HBR Press.
[3] Palaghat, Yaswanth Sai. Prompt Engineering: The Art of Asking. Independently Published.
[4] Vairamani, Ajantha Devi & Nayyar, Anand. Prompt Engineering. Apple Books.
[5] Generative AI for Business: The Essential Guide for Business Leaders. Wiley.