



Gyanmanjari
Innovative University

Syllabus
Gyanmanjari Institute of Management Studies
Semester-3 (BBA)

Subject: AI Application in Business - BBAIIE13208

Type of course: Skill Enhancement Courses (SEC)

Prerequisite: Students must have Basic computer literacy and a working familiarity with internet-based tools and digital applications.

Rationale: This course equips students specializing in Innovation and Entrepreneurship with hands-on AI proficiency across five domains — foundations, data intelligence, marketing, operations, and strategy — enabling them to leverage artificial intelligence as a genuine competitive advantage in their entrepreneurial journeys.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	SEE	CCE	
-	0	4	2	50	50	100

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; LWA - Lab Work Assessment; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

Course Content:

Sr. No	Course Content	Hrs.	% Weightage
1	Foundations of Artificial Intelligence for Business Theory Topics • Introduction to Artificial Intelligence: definitions, types and historical milestones • Core AI technologies: Machine Learning, Deep Learning, Natural Language Processing, and Computer Vision — business relevance of each • AI-driven business transformation: frameworks, maturity models, and case studies from Indian and global startups	12	20



• Overview of AI tool ecosystem: ChatGPT, Claude, Gemini, Microsoft Copilot, Perplexity AI — capabilities and limitations • Prompt engineering fundamentals: anatomy of an effective prompt, roles, constraints, output formats • Ethical considerations in AI adoption: bias, fairness, transparency, and responsible AI principles for entrepreneurs Practical 1: AI Assistant Comparative Analysis Students will explore and compare three AI assistants (ChatGPT, Claude, Gemini) using the same business query, they will prepare a document on difference in tone, depth, and accuracy. Practical 2: Prompt engineering lab Students craft 10 progressively refined prompts for a startup use-case and evaluate output improvement with each iteration. Practical 3: AI Image Classifier for Business Students use Google Teachable Machine to build a simple image classifier (e.g., product quality detection), then they export and document the model's potential business application. Practical 4: Sentiment Analysis Students explore Hugging Face free models to run sentiment analysis on 20 real customer reviews, summarize findings in a structured report. Practical 5: AI tools audit Students map 6 AI tools to 6 distinct business functions (HR, Finance, Marketing, Operations, Customer Service, Legal); present as a visual matrix. Practical 6: FAQ Chatbot Development Students build a basic no-code FAQ chatbot using Tidio or Landbot, populate with 10 startup-relevant questions and test response quality. Practical 7: AI-powered business research Students use Perplexity AI to research AI adoption trends in 3 Indian industries and compile a 1-page insight note. Examination Style:	
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Sr. No	Evaluation Methods	SEE	CCE
1	ALA 1: AI Tools Landscape Report Students prepare a 2-page PDF comparing 3 AI tools across 5 business use-cases (content writing, research, customer support, data summarization, idea		10



		generation). They must include screenshots, observations, and a final recommendation for an entrepreneur and upload on GMIU Web Portal.				
	2	AI Tool Demonstration & Insight Note Faculty will assign two business scenarios at the time of exam. Students will use at least 2 AI tools for each scenario, explaining tool selection rationale, output quality, and practical business value and submit a structured PDF.	10			
		Total	10	10		
2	AI for Data Analytics & Business Intelligence Theory Topics • Business data landscape • Predictive analytics concepts • AI-powered business intelligence • Recommendation systems • Customer segmentation using clustering concepts • AI-enhanced spreadsheets Practical 1 – AI Executive Insights Students use any AI Platform to interpret a provided business dataset narrative; generate 5 AI-driven insights and present them as an executive summary Practical 2 – AI-assisted Google Sheets dashboard Students will use AI-generated formulas to compute sales KPIs, create pivot tables, and build a visual summary for a mock e-commerce dataset. Practical 3 – Customer RFM segmentation exercise Students will use Excel and AI-generated formulas to segment 50 mock customers and identify top 20% and lapsed segments. Practical 4 – Explore Tableau Public with sample data Students will explore Tableau Public with sample data — enable AI-driven 'Explain Data' insights; document 3 actionable findings for a startup owner Practical 5 – Sales forecasting simulation Students must input 12 months of mock sales data into an AI tool and generate a 3-month forecast with confidence intervals; discuss assumptions Practical 6 – Customer churn prediction exercise Students will use a provided dataset and AI prompts to identify churn signals; propose 3 AI-driven retention strategies				12	20



Practical 7 – Automated AI Strategy Report Students will build a 1-page Business Intelligence Report using only AI tools — from data ingestion, narrative generation, chart creation, to strategic recommendations. Examination Style:			
Sr. No	Evaluation Methods	SEE	CCE
1	ALA 2: AI-Powered Business Intelligence Report Students will use AI to generate a Business Intelligence Report on a dataset provided by faculty. The report must include: customer segmentation findings, at least 3 KPI charts, trend analysis, and 3 data-driven business recommendations. Submit as PDF on GMIU Portal.		10
2	Live Data Analysis & Dashboard Creation A fresh raw dataset is provided during the exam. Students apply AI-assisted analytics to do the given tasks.	10	
	Total	10	10
3	AI for Marketing, Sales & Customer Engagement Theory Topics • AI in digital marketing • Generative AI for content marketing • AI-powered CRM and sales automation • Conversational AI for customer service • Social media analytics and AI-driven campaign optimization • AI in e-commerce Practical 1: AI Content Calendar Creation Students will create a 30-day AI-generated social media content calendar for a startup using any AI tool include post type, caption, hashtags, and optimal posting time for each entry. Practical 2: Brand identity development using Canva AI Students generate a logo concept, colour palette, typography guide, and 3 branded social media templates for a fictional startup. Practical 3: AI Market Persona Builder Students build a detailed customer persona using AI market research tools include demographics, psychographics, pain points, preferred channels, and buying triggers.	12	20



Practical 4: Set up a basic customer service chatbot using Tidio or ManyChat Students programme 5 conversation flows covering FAQs, lead capture, and order tracking. Practical 5: AI-powered email campaign Students use AI to draft 3 personalised email variants (welcome, nurture, re-engagement) for different customer segments; A/B test subject lines. Practical 6: Competitive intelligence report Students use Perplexity AI and Google Trends to analyse 3 competitors — pricing, content strategy, social presence, and market positioning. Practical 7: AI Product Launch Campaign Students create a 3-post social media campaign (Instagram, LinkedIn, Twitter/X) with AI-generated visuals (DALL-E/Canva AI) and captions for a product launch scenario. Practical 8: Social media trend analysis Students use an AI tool to analyse trending topics in a chosen industry; map 5 trends to startup content opportunities and present findings. Examination Style:																			
<table border="1"> <thead> <tr> <th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td> ALA 3: AI Marketing Campaign Deck Students will design a 5-slide Canva or PowerPoint Marketing Campaign Deck for a startup of your choice, using AI for all captions, taglines, and strategy content. Slides: Campaign Goal, Target Audience, 3 Post Creatives (with AI-generated text), Posting Schedule, Expected Outcomes. Upload as PDF on GMIU Web Portal. </td><td></td><td>10</td></tr> <tr> <td>2</td><td> AI Marketing Campaign — Live Creation Faculty assigns a product/service scenario on the spot. Students use AI tools to generate complete campaign copy, visual concepts, and a posting schedule in real time and submit as a PDF. </td><td>10</td><td></td></tr> <tr> <td></td><td>Total</td><td>10</td><td>10</td></tr> </tbody> </table>		Sr. No	Evaluation Methods	SEE	CCE	1	ALA 3: AI Marketing Campaign Deck Students will design a 5-slide Canva or PowerPoint Marketing Campaign Deck for a startup of your choice, using AI for all captions, taglines, and strategy content. Slides: Campaign Goal, Target Audience, 3 Post Creatives (with AI-generated text), Posting Schedule, Expected Outcomes. Upload as PDF on GMIU Web Portal.		10	2	AI Marketing Campaign — Live Creation Faculty assigns a product/service scenario on the spot. Students use AI tools to generate complete campaign copy, visual concepts, and a posting schedule in real time and submit as a PDF.	10			Total	10	10		
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4	AI for Operations, Finance & Human Resources Theory Topics • AI in operations management • Robotic Process Automation (RPA) • AI in financial management • AI for human resources • No-code and low-code AI automation tools • compliance for startups Practical 1: Automate a 3-step business workflow using Zapier (free tier) Students create Google Form submission → Google Sheet entry → automated Gmail notification; document each trigger and action. Practical 2: AI-powered financial projection Students use AI-assistant to build a 12-month revenue and expense projection for a startup, given a set of assumptions; present as a formatted table. Practical 3: Recruitment screening system Students design a structured AI prompt sequence to screen 10 mock resumes for a given job description; rank candidates and justify the top 3 selections. Practical 4: Expense tracking automation Students build a Google Sheets expense tracker with AI-generated formulas for category summaries, monthly variance alerts, and budget utilization. Practical 5: Comprehensive SOP Students create a comprehensive SOP (Standard Operating Procedure) for a startup department (e.g., Customer Support) using Notion AI; include steps, checklists, and escalation rules. Practical 6: Inventory management simulation Students use AI to analyse mock inventory data, identify slow-moving and high-demand SKUs, and suggest a reorder point and safety stock formula. Practical 7: Make (Integromat) scenario automation Students build a Make (Integromat) scenario to automate a startup's lead nurturing pipeline: new form entry → CRM update → personalised follow-up email → team Slack alert.	12	20
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	Practical 8: HR onboarding document creation Students use AI to generate a complete employee onboarding kit (welcome letter, 30-60-90 day plan, policy summary, FAQs) for a new startup hire. Examination Style:				
	Sr. No	Evaluation Methods	SEE	CCE	
	1	ALA 4: AI Operations Automation Proposal Students prepare a 1–2-page PDF Concept Note proposing an AI/automation solution for one department of a startup (e.g., HR, Finance, Customer Support). Must include: current operational challenge, selected AI tools, proposed workflow design (with diagram), and expected efficiency gain or cost saving. Upload on GMIU Web Portal.		10	
	2	Workflow Automation Live Demonstration A business operational scenario is assigned on-the-spot. Students set up and demonstrate a working Zapier or Make automation workflow live. Evaluated on logical flow design, correct trigger-action mapping, completeness of the workflow, and ability to explain the business value	10		
		Total	10	10	
5	AI Ethics, Strategy & Innovation for Entrepreneurs Theory Topics • AI ethics in business • Data privacy and AI governance • AI strategy for startups • Disruptive innovation with AI • AI-powered Business Model Canvas • Future of work and entrepreneurship Practical 1: Ethical AI audit Students run the same business task through 3 AI tools and identify 3 instances of potential bias, hallucination, or fairness concern; document mitigation strategies.			12	20



Practical 2: AI Governance Policy Formation Students design a 1-page AI Governance Policy for a startup — covering data handling, acceptable use of AI tools, bias monitoring, and employee AI guidelines. Practical 3: AI Strategy Canvas development Students use the AI strategy framework to map a chosen startup's current AI usage, gaps, opportunities, and a 12-month AI adoption roadmap. Practical 4: Blue Ocean Strategy with AI Students use AI research tools to identify 3 uncontested market spaces in an Indian industry; present the eliminate-reduce-raise-create (ERRC) grid. Practical 5: AI-Powered Business Model Canvas Students take a startup idea and populate all 9 BMC blocks using AI tools; identify which blocks are AI-enhanced and explain the competitive advantage. Practical 6: Investor Pitch Deck Students build a 6–8 slide investor-ready pitch deck using Gamma.app or Beautiful.ai. all content (problem, solution, market size, business model, traction, ask) generated with AI assistance. Practical 7: 5-Year AI Roadmap Students design a visual 5-year AI adoption roadmap for a startup, showing phased tool adoption, team capability building milestones, and expected business outcomes. Examination Style: <table><tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr><tr><td>1</td><td>ALA 5: Start-up Visit Students will visit one local startup and prepare a report on their journey, challenges faced by him/her.</td><td></td><td>10</td></tr><tr><td>2</td><td>AI-Integrated Startup Faculty will provide the website design on which the students need to prepare a detailed plan.</td><td>10</td><td></td></tr><tr><td colspan="2">Total</td><td>10</td><td>10</td></tr></table>				Sr. No	Evaluation Methods	SEE	CCE	1	ALA 5: Start-up Visit Students will visit one local startup and prepare a report on their journey, challenges faced by him/her.		10	2	AI-Integrated Startup Faculty will provide the website design on which the students need to prepare a detailed plan.	10		Total		10	10		
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Suggested Specification table:

Distribution of Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage %	5%	10%	30%	20%	15%	20%

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	Recall and describe key AI concepts, tools, and technologies relevant to modern business environments.
CO2	Apply AI-powered data analytics and business intelligence techniques to support entrepreneurial decision-making.
CO3	Design AI-driven marketing campaigns, customer engagement strategies, and sales automation workflows.
CO4	Develop AI-integrated operational, financial, and HR systems for lean and efficient startup management.
CO 5	Evaluate ethical, legal, and strategic dimensions of AI adoption and formulate an AI-integrated business plan for a new venture.

Instructional Method:

The course delivery method will depend upon the requirement of content and 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, Virtual Laboratory.

The internal evaluation will be done on the basis of the 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] Gurazada, P., & Gupta, S. (2025). Artificial Intelligence in Business. Vikas Publishing House.
- [2] Daugherty, P. R., & Wilson, H. J. (2018). Human + Machine: Reimagining Work in the Age of AI. Harvard Business Review Press
- [3] Lee, K.-F. (2018). AI Superpowers: China, Silicon Valley, and the New World Order. Houghton Mifflin Harcourt.
- [4] Ries, E. (2011). *The Lean Startup*. Crown Business.
- [5] Brynjolfsson, E., & McAfee, A. (2017). The Business of Artificial Intelligence. Harvard Business Review.

Suggested Guidelines:

SEE	Topic	Criteria	Marks	Description
1	AI Tool Demonstration & Insight Note	Analytical Workspace Construction & Data Accuracy	5	Quality of data preparation, logical formula application, pivot summaries, and clarity of visuals in the final analytical output.
		Insight Summary	5	A focused, 100-word executive-style analysis highlighting trends, variances, and actionable insights in a professionally formatted PDF.
2	Live Data Analysis & Dashboard Creation	Dashboard & Insights	5	Uses correct charts, clear data interpretation, and relevant insights based on the assigned topic.
		Presentation clarity	5	Canva video slides are structured, visually clean, and professionally presented. PPT is clear and well-organized.
3	AI Marketing Campaign — Live Creation	Digital Workflow & CRM Architecture	5	Evaluation of the student's ability to build a structured workflow board and a basic CRM setup—assessing clarity of stages, logical mapping of tasks/deals, and overall process coherence.
		SOP & Data-Flow Mapping	5	Assessment of the student's written SOP and explanation of how incoming data integrates into their workflow/CRM, focusing on documentation quality, operational logic, and professionalism
4	Workflow Automation Live Demonstration	AI Summary & Chart Quality	5	Summary is accurate, coherent, and aligned with the scenario; chart is relevant, readable, and logically represents the data provided.



		Presentation insights	5	Slides demonstrate clarity, professional formatting, and meaningful conclusions; student explains insights confidently.
5	AI-Integrated Startup	Website Structure & Design Quality	5	Evaluates layout, clarity, branding consistency, color usage, navigation, and overall visual appeal across all four pages. The website must look professional, well-organized, and user-friendly.
		Functionality & Technical Execution	5	Assesses whether the website is fully functional, proper links/buttons, and complete page setup. Includes correctness of screenshots and completeness of uploaded PDF.

