

BBA (Honours) — AI in Business & Industries

Vasantrao Naik Mahavidyalaya(Autonomous) | Parent University Dr.BAMU | AY 2026–27

Credit Architecture | Redundancy Analysis | Course Rationalisation | World-Class Benchmarking

Recommended Revised Programme Structure

5.1 Complete Semester-Wise Grid

The table below shows the recommended structure.

Year 1 — Semester I | Target: 21 Credits

Code	Course Title	Category	Cr
BAAI-101	Foundations of Management & Organizations	DSC	4
BAAI-102	Business Mathematics & Quantitative Reasoning	DSC	4
BAAI-103	Introduction to Artificial Intelligence for Business	DSC	3
BAAI-104	Business Communication & Digital Literacy	AEC-1	2
BAAI-105	Environmental Studies & Sustainability for Business	VAC-1	2
BAAI-106	Computational Thinking & Python for Business	SEC-1	3
MIN-1x0	Minor Stream I [A: Intro to FinTech B: Logistics Basics C: Entrepreneurial Thinking]	Minor	3
Semester I Total			21

Year 1 — Semester II | Target: 22 Credits (+ INT-101: 2Cr Summer)

Code	Course Title	Category	Cr
BAAI-201	Financial Accounting & Reporting	DSC	4
BAAI-202	Microeconomics & Business Environments	DSC	3
BAAI-203	Data Analytics Fundamentals & Excel	DSC	3
BAAI-204	Business English & Professional Writing	AEC-2	2
BAAI-205	Indian Economy & Industrial Landscape	MDC-1	3
BAAI-206	Spreadsheet Modelling & Business Dashboards	SEC-2	3
BAAI-207	Leadership, Ethics & Professional Excellence	VAC-2	2
MIN-2x0	Minor Stream II [A: Digital Payments & UPI B: Warehouse Ops C: Design Thinking]	Minor	3
Semester II Total			23 (+2 INT)

Year 2 — Semester III | Target: 23 Credits

Code	Course Title	Category	Cr
BAAI-301	Marketing Management & AI in Marketing	DSC	4
BAAI-302	Operations & Process Analytics	DSC	3
BAAI-303	Machine Learning for Business Decisions	DSC	3
BAAI-304	SQL & Database Management for Business	SEC-3	3
BAAI-305	Corporate Social Responsibility & ESG Frameworks	VAC-3	2
BAAI-306	Communication for Business Negotiation	AEC-3	2
BAAI-307	AURIC & DMIC: Industrial Corridors of India	MDC-2	3
MIN-3x0	Minor Stream III [A: FinTech & Digital Banking B: SCM & Logistics C: Lean Startup]	Minor	3
Semester III Total			23

Year 2 — Semester IV | Target: 23 Credits (+ INT-201: 2Cr Summer)

Code	Course Title	Category	Cr
BAAI-401	Human Resource Management & People Analytics	DSC	4
BAAI-402	Financial Management & Corporate Finance	DSC	4
BAAI-403	Supply Chain Management & Logistics Intelligence	DSC	4
BAAI-404	Natural Language Processing for Business	SEC-4	3
BAAI-405	Indian Knowledge Systems in Business	MDC-3	3
BAAI-406	Marathi / Hindi for Business Communication	AEC-4	2
MIN-4x	Minor Stream IV [A: AI Credit Risk B: SCM Fundamentals C: Customer Discovery]	Minor	3
Semester IV Total			23 (+2 INT)

Year 3 — Semester V | Target: 23 Credits

Code	Course Title	Category	Cr
BAAI-501	Strategic Management & AI in Corporate Strategy	DSC	4
BAAI-502	Business Intelligence & Advanced Analytics	DSC	4
BAAI-503	Digital Transformation & Industry 4.0	DSC	3
BAAI-504	Data Visualisation & BI Tools Lab	DSC	3
BAAI-505	AI Tools for Business Productivity	SEC-5	3
BAAI-506	Wellbeing, Inclusion & Professional Resilience	VAC-4	2
MIN-5x	Minor V [A: WealthTech B: AI Procurement & Forecasting C: Entrepreneurship Fundamentals]	Minor	3
Semester V Total			22

Year 3 — Semester VI | Target: 23 Credits (+ INT-301: 4Cr Summer)

Code	Course Title	Category	Cr
BAAI-601	New Venture Law, Finance & Governance	DSC	4
BAAI-602	E-Commerce, Digital Marketing & AI	DSC	4
BAAI-603	AI Ethics, Governance & Legal Frameworks [Full treatment here — zero repeat from BAAI-]	DSC	3
BAAI-604	Business Research Methods & Data Collection	DSC	4
BAAI-605	Internal Control Systems for Finance	DSC	3
BAAI-606	Prompt Engineering & GenAI for Business	SEC-6	3
MIN-6x	Minor VI [A: InsurTech B: Warehouse Mgmt & Automation C: AI Product Design & BMC]	Minor	3
Int	INT-301 (Summer)		4
Semester VI Total			24 (+4 INT)

Year 4 — Semester VII | Target: 22 Credits

Code	Course Title	Category	Cr
BAAI-701	Decision Intelligence & Capstone Research Design	DSC	4
BAAI-702	Advanced FinTech Architecture & Regulatory Strategy	DSC	4
BAAI-703	Advanced Business Strategy & Global Competitiveness	DSC	4
BAAI-704	Cloud Computing & Business Applications	SEC-7	3
BAAI-705	Cybersecurity & Data Privacy for Business	SEC-8	3
MIN-7x	Minor VII [A: Blockchain & Smart Contracts B: Smart Manufacturing C: Startup Financing]	Minor	3
OR: DIS-401	Honours Dissertation Phase I [Research Track — replaces BAAI-701]	Diss	4
Semester VII Total			21

Note: Honours Dissertation Phase I [Research Track — replaces BAAI-701]

Year 4 — Semester VIII | Target: 22 Credits

Code	Course Title	Category	Cr
BAAI-801	Capstone Project — Applied Business Intelligence [Non-Research Track]	Capstone	4
BAAI-802	AI Strategy, Policy & Emerging Technology Futures	DSC	3
OR: DIS-402	Honours Dissertation Phase II [Research Track — replaces BAAI-801]	Diss	8
MIN-8x	Minor VIII [A: FinTech Strategy & Compliance B: Green Logistics C: Scaling AI Ventures]	Minor	3
BAAI-803-OE-x01	Open Elective I (from OE basket — Export-Import / Social Entrepreneurship / IP Strategy)	OE-01	3
BAAI-804-OE-x02	Open Elective II (from OE basket)	OE-02	3
BAAI-805	Blockchain & Web3 for Business	SEC-9	3
BAAI-806	AI Ethics, Auditing & Responsible Deployment Lab	OE-03	3
Semester VIII Total (Non-Research)			22–26

Note: Honours Dissertation Phase II [Research Track — replaces BAAI-801]

6. Credit Summary

Category	3 Year	4 Year	AICTE Norm	Status
DSC Core (4-yr)	NA	~87 Cr	80–90 Cr	✓ COMPLIANT
DSC Core (3-yr exit)	72 Cr	NA	60–66 Cr	✓ COMPLIANT
Minor Stream	18 Cr	24 Cr	18–24 Cr	✓ OK
AEC	8 Cr	8 Cr	4–8 Cr	✓ OK
VAC	8 Cr	8 Cr	≤8 Cr	✓ FIXED
SEC	18 Cr	27 Cr	24–27 Cr	✓ OK
MDC	9 Cr	9 Cr	4–9 Cr	✓ OK
Internships	8 Cr	8 Cr	≥4 Cr	✓ OK
Open Electives	0	6 Cr (2 OE)	0–12 Cr	✓ Clarified
Capstone / Dissertation	0	4–12 Cr	4–12 Cr	✓ OK
GRAND TOTAL (4-Yr Honours)	141 Cr	~181 Cr	160+ Cr	✓ COMPLIANT