



Program Structure

Bachelor of Business Administration
(Generative AI)
Powered by KPMG

Duration: 03 / 04 Years

Batch: 2026–2030

School of Management

1	VAC	Inculcation of Human Values and Professional Ethics	0	0	4	0	2	General Management
Total Credits								23
DSE: Choose any 2 from the list above (4 credits total)								

Semester - II								
S.No	Type	Subject	L	T	P	E	Credits	Offered By
Core Courses (DSC)								
1	Core (DSC)	Principles of Economics - II	2	1	0	0	3	Economics & International Business
2	Core (DSC)	Financial Accounting & Analysis	2	1	0	0	3	Finance & Accounting
3	Core (DSC)	Fundamentals of Human Resource Management	2	1	0	0	3	HR Management & Org. Behaviour
4	Core (DSC)	Digital Marketing	2	1	0	0	3	Marketing
Discipline Specific Electives — DSE (Choose Any Two)								
1	DSE	Prompt Engineering for Business	2	0	0	0	2	—
2	DSE	Modern Database Systems and Applications	2	0	0	0	2	—
3	DSE	Python Programming	2	0	0	0	2	—
Ability Enhancement Course (AEC)								
1	AEC	Thoughts and Writing	1	0	2	0	2	Business Communication & Media Management
Generic Elective (GE / MDC)								
1	GE / MDC	Spreadsheet Modelling and Data Visualisation	2	1	0	0	3	Business Analytics

Value Added Course (VAC)								
1	VAC	Environment and Sustainability	0	0	4	0	2	General Management
Total Credits								23
DSE: Choose any 2 from the list above (4 credits total)								

Semester - III								
S.No	Type	Subject	L	T	P	E	Credits	Offered By
Core Courses (DSC)								
1	Core (DSC)	Law & Governance	2	1	0	0	3	General Management
2	Core (DSC)	Management Accounting	2	1	0	0	3	Finance & Accounting
3	Core (DSC)	Production & Operations Management	2	1	0	0	3	Operations
4	Core (DSC)	Data Analysis and Visualisation using AI	2	1	0	0	3	Marketing
Discipline Specific Elective — DSE (Choose One)								
1	DSE	Advanced Prompt Engineering & Introduction to RAG	2	1	0	0	3	—
2	DSE	SQL	2	1	0	0	3	—
Generic Elective (GE / MDC)								
1	GE / MDC	Management and Wisdom from India	2	1	0	0	3	General Management
Skill Enhancement Course (SEC)								
1	SEC	Business Leadership Skills	1	0	2	0	2	Business Communication & Media Management

Value Added Course (VAC)								
1	VAC	Foreign Language: French / German / Spanish / Mandarin	0	0	4	0	2	General Management
Total Credits								22

Semester - IV								
S.No	Type	Subject	L	T	P	E	Credits	Offered By
Core Courses (DSC)								
1	Core (DSC)	Fundamentals of Financial Management	2	1	0	0	3	Finance & Accounting
2	Core (DSC)	Research Methodology	2	1	0	0	3	General Management
3	Core (DSC)	Management Information System	2	1	0	0	3	Operations
4	Core (DSC)	Psychology for Managers	2	1	0	0	3	HR Management & Org. Behaviour
5	Core (DSC)	Strategic Applications of Generative AI in Business	1	1	0	0	2	Economics & International Business
6	Core (DSC)	Design Thinking and Innovation	1	1	0	0	2	General Management
Discipline Specific Elective — DSE (Choose One)								
1	DSE	R Programming	2	1	0	0	3	—
2	DSE	Evaluating Business Impact of Gen AI	2	1	0	0	3	—
Ability Enhancement Course (AEC)								
1	AEC	Academic Writing and Communication	1	0	2	0	2	Business Communication & Media Management

Semester - VI

S.No	Type	Subject	L	T	P	E	Credits	Offered By
Core Courses (DSC)								
1	Core (DSC)	Cyber Crimes and Frauds in Business	2	1	0	0	3	General Management
2	Core (DSC)	Business Policy & Strategic Management	2	1	0	0	3	General Management
3	Core (DSC)	Emerging Technologies and Opportunities	2	1	0	0	3	Operations
4	Core (DSC)	Campus to Corporate	2	1	0	0	3	General Management
Discipline Specific Electives — DSE (Choose Any Two)								
1	DSE	Generative AI in Finance & Decision Making	2	1	0	0	3	—
2	DSE	AI for Human Resource Management	2	1	0	0	3	—
3	DSE	Generative AI for Marketing & Consumer Engagement	2	1	0	0	3	—
Generic Elective / MDC								
1	GE / MDC	Community Service Project	0	0	0	8	2	General Management
Total Credits								20

Semester - VII

S.No	Type	Subject	L	T	P	E	Credits	Offered By
Core Courses (DSC)								
1	Core (DSC)	Methods of Qualitative Research	1	1	0	0	2	General Management
2	Core (DSC)	Operations Research and Decision Science	1	1	0	0	2	Business Analytics

Discipline Specific Electives — DSE (Choose Any Two)								
1	DSE	Generative AI for Entrepreneurship & Innovation	2	1	0	0	3	—
2	DSE	AI Ethics, Governance & Responsible Innovation	2	1	0	0	3	—
3	DSE	Conversational AI & Customer Experience Design	2	1	0	0	3	—
Ability Enhancement Course (AEC)								
1	AEC	Research Skills & Academic Integrity	1	0	2	0	2	General Management
Skill Enhancement Course / Internship								
1	SEC / Internship	Industry Immersion Project	0	0	0	16	4	General Management
Dissertation / Project								
1	Dissertation	Summer Internship - II	0	0	0	16	4	General Management
Total Credits								20

Semester - VIII								
S.No	Type	Subject	L	T	P	E	Credits	Offered By
Discipline Specific Elective — DSE (Choose One)								
1	DSE	Applied Generative AI Lab	2	1	0	0	3	—
2	DSE	AI Tools for Productivity & Workplace Transformation	2	1	0	0	3	—
Generic Elective / MDC								
1	GE / MDC	Technology and Society	1	1	0	0	2	Operations
Dissertation / Live Project								
1	Dissertation	Live Project (KPMG Powered)	0	0	0	0	12	General Management

Total Credits									17
Live Project is the capstone deliverable for Semester VIII — KPMG Powered									

Total Program Credits	166
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Part 2 — Discipline Specific Electives (DSE) List

Annexure 1 — Discipline Specific Electives (DSE) Master List		
Semester	Course Title	Credits
Sem I	Foundations of Generative AI	2
	Industry 5.0 and Smart Business Technologies	2
	GenAI Content Creation & Digital Storytelling	2
Sem II	Prompt Engineering for Business	2
	Modern Database Systems and Applications	2
	Python Programming	2
Sem III	Advanced Prompt Engineering & Introduction to RAG	3
	SQL	3
Sem IV	R Programming	3
	Evaluating Business Impact of Gen AI	3
Sem V	NLP for Business Applications	3
	Conversational AI & Chatbots	3
Sem VI	Generative AI in Finance & Decision Making	3

	AI for Human Resource Management	3
	Generative AI for Marketing & Consumer Engagement	3
Sem VII	Generative AI for Entrepreneurship & Innovation	3
	AI Ethics, Governance & Responsible Innovation	3
	Conversational AI & Customer Experience Design	3
Sem VIII	Applied Generative AI Lab	3
	AI Tools for Productivity & Workplace Transformation	3

Part 3 — NCrF Credit Mapping

NCrF Credit Mapping — Semester-wise								
Semester	DSC	DSE	GE/MDC	AEC	SEC	App/Proj/Ent	VAC	Total Credits
Semester I	12	4	3	0	2	0	2	23
Semester II	12	4	3	2	0	0	2	23
Semester III	12	3	3	0	2	0	2	22
Semester IV	16	3	0	2	0	0	0	21
Summer Internship (after Sem IV)	—	—	—	—	—	—	—	3*
Semester V	12	3	0	2	3*	0	0	17
Semester VI	12	6	2	0	0	0	0	20
Summer Internship II (after Sem VI)	—	—	—	—	—	—	—	4*
Semester VII	4	6	0	2	4	4*	0	16
Semester VIII	0	3	2	0	0	12	0	17
TOTAL	80	32	13	8	8+6*	12+4*	6	166

Part 4 — Semester-wise Credit Category Breakdown

Semester I			Semester II			Semester III			Semester IV		
Category	Courses	Credits	Category	Courses	Credits	Category	Courses	Credits	Category	Courses	Credits
DSC	4	12	DSC	4	12	DSC	4	12	DSC	6	16
DSE	2	4	DSE	2	4	DSE	1	3	DSE	1	3
GE/MDC	1	3	GE/MDC	1	3	GE/MDC	1	3	GE/MDC	0	0
AEC	0	0	AEC	1	2	AEC	0	0	AEC	1	2
SEC	1	2	SEC	0	0	SEC	1	2	SEC	0	0
VAC	1	2	VAC	1	2	VAC	1	2	VAC	0	0
Total		23	Total		23	Total		22	Total		21

Semester V			Semester VI			Semester VII			Semester VIII		
Category	Courses	Credits	Category	Courses	Credits	Category	Courses	Credits	Category	Courses	Credits
DSC	4	12	DSC	4	12	DSC	2	4	DSC	0	0
DSE	1	3	DSE	2	6	DSE	2	6	DSE	1	3
GE/MDC	0	0	GE/MDC	1	2	GE/MDC	0	0	GE/MDC	1	2
AEC	1	2	AEC	0	0	AEC	1	2	AEC	0	0
SEC	1	3	SEC	0	0	SEC	1	4	SEC	0	0
VAC	0	0	VAC	0	0	App/Proj	1	4	App/Proj	1	12
Total		20	Total		20	Total		20	Total		17