



SAGE University, Indore

Institute of Management Studies
CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE

Effective from Academic Session: 2024-25

Program: Bachelor of Business Administration in Artificial Intelligence

Semester: I

Subject wise Distribution of Marks and corresponding Credits

PROGRAM CORE- BBA(AI)

Admission Batch: 2024-2025

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	End Sem. Exam (ESE) For Practical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M	NTCC		
				Lab Work / WPR	Attendance/Assignment /viva/Lab manual													
1	MGTDCPOM001T	DC	Principles of Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDCAEM002T	DC	Advanced Excel for Managers	60	20	20	-	-	-	100	3	-	-	-	-	-	3	3
	MGTDCAEM002P	DC	Advanced Excel for Managers (Lab)	-	-	-	30	10	10	50	-	-	2	-	-	-	1	2
3	MGTDCAI003T	DC	Introduction to Artificial Intelligence	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	MGTDCBDM004T	DC	Basic Discrete Mathematics	60	20	20	-	-	-	100	3	-	-	-	-	-	3	3
	MGTDCBDM004P	DC	Basic Discrete Mathematics	-	-	-	30	10	10	50	-	-	2	-	-	-	1	2
6	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
7	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
8	AECACUHV001T	AECC	Universal Human Values & Professional Ethics	60	20	20	-	-	-	100	2	-	-	-	-	-	2	2
9	AECACUHV001N	AECC	Universal Human Values & Professional Ethics	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
Total				360	120	120	90	50	60	800	18	-	8	-	4	4	26	30

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
1	MGTDSCM002P	Business Communication
2	MGTDSTIM005P	E-Business Fundamentals

OFFERED GE SUBJECT

S. No.	Subject Code	Subject Name
1	MGTGEMGM022B	Fundamentals of Management



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CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE

Effective from Academic Session: 2024-25

Program: Bachelor of Business Administration in Artificial Intelligence

Semester: II

PROGRAM CORE- BBA (AI)

Admission Batch: 2024-2025

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted											Credits	Credit Hours		
				Theory(100 Marks)			Practical/Studio (50 Marks)				Total Marks	Hours/week						
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation		L		T	P	S/M			NTCC	
				Lab Work / WPR	Attendance/Assignment /viva/Lab manual													
1	MGTDCMLB005T	DC	Machine Learning Basics with Statistics	60	20	20	-	-	-	100	4	-	-	-	-	4	4	
2	MGTDCPPB006T	DC	Python Programming for Business Applications(Lab)	60	20	20	-	-	-	100	3	-	-	-	-	3	3	
2	MGTDCPPB006P	DC	Python Programming for Business Applications	-	-	-	30	10	10	50	-	-	2	-	-	1	2	
3	MGTDCDMS007T	DC	Database Management Systems	60	20	20	-	-	-	100	3	-	-	-	-	3	3	
3	MGTDCDMS007P	DC	Database Management Systems(Lab)	-	-	-	30	10	10	50	-	-	2	-	-	1	2	
4	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	2	4	
5	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	4	-	4	6	
6	MGTDPPRO001N	DAP	Project I	-	-	-	-	20	30	50	-	-	-	-	4	2	-	
7	AECACCOS001T	AECC	Communication Skills & Personality Development	60	20	20	-	-	-	100	3	-	-	-	-	3	3	
8	AECACCOS001P	AECC	Communication Skills LAB	-	-	-	30	10	10	50	-	-	2	-	-	1	2	
Total				300	100	100	120	60	70	750	15	0	10	4	4	24	29	

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
1	MGTDSVAE001P	Value & Ethics
2	MGTDSSFS001P	Soft Skills

OFFERED GE SUBJECT

S. No.	Subject Code	Subject Name
1	MGTGEOBE002B	Organizational Behaviour



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Institute of Management Studies

CHOICE BASED CREDIT SYSTEM

PROGRAM STRUCTURE

Effective from Academic Session: 2024-25

Program: Bachelor of Business Administration in Artificial Intelligence

Semester: III

Subject wise Distribution of Marks and corresponding Credits

PROGRAM CORE- BBA(AI)

Admission Batch: 2024-2025

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M	NTC C		
1	MGTDCIRP008T	DC	Introduction to R Programming	60	20	20	-	-	-	100	3	-	-	-	-	3	3	3
1	MGTDCIRP008P	DC	Introduction to R Programming	-	-	-	30	10	10	50	-	-	2	-	-	-	1	2
2	MGTDCIML009T	DC	Introduction to Machine Learning Algorithm	60	20	20	-	-	-	100	3	-	-	-	-	3	3	3
2	MGTDCIML009P	DC	Introduction to Machine Learning Algorithm	-	-	-	30	10	10	50	-	-	2	-	-	-	1	2
3	MGTDCASA010T	DC	Advanced Statistics for AI	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 1	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
6	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
7	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
8	AECACEVS001T	AECC	Environmental Science and Disaster Management	60	20	20	-	-	-	100	3	-	-	-	-	-	3	3
9	AECACEVS001N	AECC	Environmental Science and Disaster Management	-	-	-	-	20	30	50	-	-	-	-	-	2	1	-
Total				420	140	140	90	50	60	800	20	-	8	-	4	-	30	35

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE		
S. No.	Subject Code	Subject Name
1	MGTDSERP001P	Enterprise Resource Planning
2	MGTDSMGS002P	Managerial Skills
OFFERED GE SUBJECT		
S. No.	Subject Code	Subject Name
1	MGTGEOPR001B	Operation Research

LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE		
S. No.	Subject Name	Subject Code
Subject for DE-1	Advanced Python	MGTDEAPN011T
	Management Accounting	MGTDEMOA001T
Subject for DE-2	HTML Programming	MGTDEHPG012T
	Business Analytics	MGTDEBOA004T



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Institute of Management Studies CHOICE BASED CREDIT SYSTEM PROGRAM STRUCTURE

Effective from Academic Session: 2024-25

Program: Bachelor of Business Administration in Artificial Intelligence
Semester: IV

PROGRAM CORE- BBA(AI)
Admission Batch: 2024-2025

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	CreditHours		
				Theory(100 Marks)			Practical/Studio (50 Marks)				Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation		L		T	P	S (only for design)	S/M			NTCC	
1	MGTDNLP013T	DC	Natural Language Processing	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4	
2	MGTDDEVN014T	DC	Data Visualization	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4	
3	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 1	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4	
4	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4	
5	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4	
6	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6	
7	MGTDPPRO002N	DAP	Project II	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-	
Total				300	100	100	30	30	40	600	18	-	4	-	4	4	24	26	

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
1	MGTDSSQA001P	Quantitative and Qualitative Aptitude
2	MGTDSTWG001P	Tally with GST

LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE

Subject for DE-1	Subject Name	Subject Code
Subject for DE-1	Computer Vision	MGTDDEVN015T
	Sustainable Business	MGTDSEUB001T
Subject for DE-2	Management Information System	MGTDDEMIS002T
	Introduction to Java Script	MGTDDEITJ016T

OFFERED GE SUBJECT

S. No.	Subject Code	Subject Name
1	MGTDGEDMM001B	Digital Marketing & Social Media

Note: Students will undergo internship after IV Semester which will be evaluated in V Semester



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Program: Bachelor of Business Administration in Artificial Intelligence

Semester: V

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M	NTCC		
				Lab Work / WPR	Attendance/Assignment /viva/Lab manual													
1	MGTDCTSA017T	DC	Time Series Analysis	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
7	MGTDSENT003N	DSEC	Internship	-	-	-		20	30	50	-	-	-	-	-	8	4	-
Total				240	80	80	30	30	40	500	16	-	4	-	-	8	22	20

LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE

S.NO.	Subject Code	Subject Name
Subject 1	MGTDDEBDH018T	Big Data and HADOOP
Subject 2	MGTDDECLC019T	Cloud Computing
Subject 3	MGTDDEDMS020T	Digital Marketing & Social Media Analysis

Departmental Skill Enhancement Elective Course

Digital Business Skill	MGTDSDBS001P
Decision Making Skill	MGTDSDMS001P



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Semester: VI

PROGRAM CORE- BBA(AI)

Admission Batch: 2024-2025

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credit Hours		
				Theory(100 Marks)			Practical/Studio (50 Marks)				Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Prese ntations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation		L		T	P	S (only for design)	S/M			NTCC	
								Lab Work / WPR	Attendance/Assign ment /viva/Lab manual										
3	MGTDPOJT004N	DAP	On Job Training Project	-	-	-	-	40	60	100	-	-	-	-	-	36	18	-	
Total				-	-	-	-	40	60	100	-	-	-	-	-	36	18	-	