

COURSE TITLE	AI TOOLS FOR GBM II
COURSE CODE	04GB0507
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze the foundational concepts and evolution of AI technologies, and assess their impact on global business operations through real-world applications and case studies.
- 2 Apply AI-driven tools like CRM automation, predictive analytics, and business intelligence to enhance data-driven decision-making and operational efficiency.
- 3 Evaluate the strategic, ethical, and regulatory considerations of AI implementation, focusing on privacy, data protection, fairness, and global compliance standards.
- 4 Develop innovative AI-driven business strategies by integrating emerging technologies, collaborative intelligence, and personalization systems to address global market challenges.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Foundations and Applications of AI in Business Overview of Artificial Intelligence, AI Technologies and Applications, AI Tools for Business, Data and AI, Implementing AI Solutions in Global Business, Predictive Analytics and Forecasting, AI-Powered Business Intelligence and Reporting, Automation of Operational Decisions, Case Studies on AI Implementation in Business Operations.	15
2	Strategic and Ethical Perspectives of AI in Business Personalization and Recommendation Systems, Chatbots and Virtual Assistants for Customer Support, Sentiment Analysis and Social Listening, AI in Digital Advertising and Content Creation, Privacy-Data Protection and Ethical Considerations in AI, Bias and Fairness in AI Algorithms, Emerging AI Technologies and Innovations, Impact of AI on Global Business Models, Collaborative Intelligence, Preparing for an AI-Driven Future Workforce, Regulatory Compliance and Global Standards	15
Total Hours		30

Textbook :

- 1 Artificial Intelligence and Machine Learning, Vinod Chandra S. S., PHI Learning Pvt. Ltd., 2021
- 2 Artificial Intelligence: A Guide for Thinking Humans, Melanie Mitchell, Farrar, Straus and Giroux, 2019

References:

- 1 Artificial Intelligence: Building Intelligent Systems, Artificial Intelligence: Building Intelligent Systems, Parag Kulkarni, Oxford University Press India, 2020
- 2 Artificial Intelligence: Foundations of Computational Agents, Artificial Intelligence: Foundations of Computational Agents, David L. Poole and Alan K. Mackworth, Cambridge University Press, 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 PPT, Board work, Case study.