

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
3	MBA-443	AI for Business managers	Elective	4	4	0	0	30	70	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Understand the basic concepts of Artificial Intelligence
CO2	Appreciate the statistical techniques for analysis of data.
CO3	Analyze the role of supervised learning and applications.
CO4	Analyze the role of unsupervised learning and its applications.
CO5	Evaluate the concept of Data Mining and warehousing and its application in business.

Detailed Syllabus

Unit I:

Introduction to Artificial Intelligence: History and Evolution, Concepts, Terminology and Application Areas, Artificial: Issues, Concerns and Ethical Considerations, Future of Artificial Intelligence.

Unit II:

Statistical Foundations of AI: Measures of Central Tendency-Mean, Median, Mode, Correlation and Regression Analysis- Simple Linear Regression Model; Regression Coefficients; Regression Equations; Descriptive and Inferential Statistics.

Unit III:

Supervised Learning and Applications: Supervised Learning: Introduction to classification, Applications of supervised learning in multiple domains Application of supervised learning in solving business problems such as pricing, customer relationship management, Sales and Marketing.

Unit IV:

Unsupervised Learning and Applications:

Unsupervised Learning-Concept, Importance; Types of Unsupervised Learning; Real Life Examples from Unsupervised Learning: Clustering, Hierarchical clustering, Partitioning Clustering- K-mean clustering, Density Based Methods DBSCAN, OPTICS, Applications of unsupervised learning in multiple domains.

Unit V:

Data Mining and Warehousing:

Introduction to Data Mining Systems – Knowledge Discovery Process – Data Mining Techniques – Issues – applications- Data Objects and attribute types, Statistical description of data, Data Preprocessing – Cleaning, Integration, Reduction, Transformation and discretization, Data Visualization, Basic Concepts – Data Warehousing Components; ETL.

Textbooks:

S.No	Name of the Books	Author & Publisher Name	Publisher Name	Edition (Pub. Yr.)
1.	Artificial Intelligence for Business	Akerkar, Rajendra	Springer	1 st (2019)
2.	Artificial Intelligence: A Modern Approach	Stuart Russell, Peter Norvig	Pearson	4 th (2020)

Reference Books:

S. No	Name of the Books	Author & Publisher Name	Publisher Name	Edition (Pub. Yr.)
1	Artificial Intelligence for Business	Doug Rose	Pearson Education (US)	2 nd (2020)