S. No.	Course Code	Course Name	CourseType	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
4	BBAMI -405(D)	AI for Managers	Minor	4	5	0	0	40	60	100

Course Outcomes:

	At the end of the course the student will be able to: -
CO1	Examine the basic concepts of Artificial Intelligence
CO2	Articulate the role of supervised learning and its applications.
CO3	Analyze the role of unsupervised learning and its applications.
CO4	Comprehend problem solving methods and searching solutions.
CO5	Evaluate the latest trends of AI.

Detailed Syllabus
Section A

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

(10 Hrs)

Unit II: 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.

(10 Hrs)

Unit III: 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, Applications of unsupervised learning in multiple domains

(10 Hrs)

Section B

Unit IV: Problem solving Methods: Problem-solving agents- Goal Formulation, Problem formulation, Searching for solutions- uniformed search strategies – Breadth first search, depth first Search, informed (heuristic) search strategies- best-first search.

(09 Hrs)

Unit V: Emerging trends of Artificial intelligence technologies: Natural language generation- Detecting Fake News and Cyber-Bullying, Social Media Monitoring, Automating Customer Service, Speech recognition: Use in business, IntelligentVirtual Agents(chat bot, Alexa, Gyant), Robotic process automation, ChatGPT.

(09 Hrs)

Textbooks:

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

Reference Books:

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

MIET (Autonomous), Jammu