CHANDIGARH UNIVERSITY
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Program Schemes for Website Updation

Cluster: **Management** Institute: **Apex Institute of Management**
Department: **MBA**
Program Name: **MBA AI FOR BUSINESS(MB-318)**

Batch: **2026-28** Type of Program: **PG**

Mention Semester wise detail of courses as per following format for website Updation.

First Year				Second Year			
	Course Name	**Course Category**	**Credits**		**Course Name**	**Course Category**	**Credits**
Semester-1	QUANTITATIVE METHODS & STATISTICS WITH AI	Program Core	4	**Semester-3**	SUMMER INTERNSHIP	Internship	3
	MARKETING MANAGEMENT WITH AI	Program Core	3		PROFESSIONAL COMMUNICATION SKILLS-2	Skill Enhancement	1
	FINANCIAL ACCOUNTING & REPORTING WITH AI	Program Core	4		QUANTITATIVE APTITUDE AND DATA INTERPRETATION -2	Ability Enhancement	1
	APPLIED AI TOOLS FOR BUSINESS	Ability Enhancement	1		SPECIALIZATION A CORE - 1	Core (Specialization)	3
	MANAGERIAL ECONOMICS WITH AI	Program Core	3		SPECIALIZATION A ELECTIVE - 1	Elective (Specialization)	2
	DESIGN THINKING & INNOVATION	Ability Enhancement	1		SPECIALIZATION A ELECTIVE - 2	Elective (Specialization)	2
	DIGITAL & AI BUSINESS TRANSFORMATION	Program Core	3		SPECIALIZATION B CORE - 1	Core (Specialization)	3
	BUSINESS LAW & RESPONSIBLE AI	Program Core	3		SPECIALIZATION B ELECTIVE - 1	Elective (Specialization)	2
	PROFESSIONAL BUSINESS COMMUNICATION	Skill Enhancement	1		SPECIALIZATION B ELECTIVE - 2	Elective (Specialization)	2
Semester-2	BUSINESS RESEARCH WITH AI ANALYTICS	Program Core	3	**Semester-4**	CAPSTONE PROJECT	Project	3
	AI-DRIVEN OPERATIONS & SUPPLY CHAIN	Program Core	3		GLOBAL STARTUP IN THE AGE OF AI	Program Core	3
	MANAGERIAL FINANCE WITH AI	Program Core	3		SPECIALIZATION A CORE - 2	Core (Specialization)	3
	STRATEGIC MANAGEMENT	Program Core	3		SPECIALIZATION A ELECTIVE - 3	Elective (Specialization)	3
	AI-ENABLED HUMAN RESOURCE MANAGEMENT	Program Core	3		SPECIALIZATION A ELECTIVE – 4	Elective (Specialization)	2

	General Proficiency (Co-Curricular)	Ability Enhancement	1		SPECIALIZATION B CORE - 2	Core (Specialization)	3
	AI PRODUCTIVITY TOOLS STUDIO	Ability Enhancement	2		SPECIALIZATION B ELECTIVE - 3	Elective (Specialization)	3
	PYTHON ESSENTIALS FOR BUSINESS	Ability Enhancement	2		SPECIALIZATION B ELECTIVE – 4	Elective (Specialization)	2
	PROFESSIONAL COMMUNICATION SKILLS - 1	Skill Enhancement	1				
	QUANTITATIVE APTITUDE AND DATA INTERPRETATION -1	Ability Enhancement	1				

Specialization Details: Students can elect as per their specialization as an HR, Marketing and Finance

Marketing with AI									
SN	**Code**	**Title**	**L**	**T**	**P**	**SK**	**C**	**CH**	**Course Category**
1	26ABT-702	Digital Consumer Behaviour & AI Insights	3	0	0	0	3	3	Core (Marketing with AI)
2	26ABT-752	Digital & AI Marketing Strategy	3	0	0	0	3	3	Core (Marketing with AI)
3	26ABT-711	Influencer & Community Marketing	3	0	0	0	3	3	Elective (Marketing with AI)
4	26ABT-712	Subscription Economy & Pricing Models	3	0	0	0	3	3	Elective (Marketing with AI)
5	26ABT-713	Product Innovation & Go-to-Market in Digital Era	3	0	0	0	3	3	Elective (Marketing with AI)
6	26ABT-714	Customer Lifetime Value & Retention Strategies	3	0	0	0	3	3	Elective (Marketing with AI)
7	26ABT-715	Global Marketing & Cross-Cultural Intelligence	3	0	0	0	3	3	Elective (Marketing with AI)
8	26ABP-716	SEO, GEO & AI Search Optimization	0	0	4	2	2	4	Elective (Marketing with AI)
9	26ABP-717	Generative AI for Campaign Design	0	0	4	2	2	4	Elective (Marketing with AI)
10	26ABP-718	Marketing Analytics Dashboards	0	0	4	2	2	4	Elective (Marketing with AI)
11	26ABP-719	Web Analytics & Conversion Optimization	0	0	4	2	2	4	Elective (Marketing with AI)
12	26ABP-720	Social Media Marketing with AI	0	0	4	2	2	4	Elective (Marketing with AI)
Finance with AI									
SN	Code	Title	L	T	P	SK	C	CH	Course Category
1	26ABT-703	AI-Driven Financial Strategy & Decision Making	3	0	0	0	3	3	Core (Finance with AI)
2	26ABT-753	Corporate Finance & FinTech Innovations	3	0	0	0	3	3	Core (Finance with AI
3	26ABT-721	Financial Risk Management with AI	3	0	0	0	3	3	Elective (Finance with AI)
4	26ABT-722	Wealth & Portfolio Management in Digital Age	3	0	0	0	3	3	Elective (Finance with AI)
5	26ABT-723	Behavioral Finance & Investor	3	0	0	0	3	3	Elective

		Psychology							(Finance with AI)
6	26ABT-724	Sustainable & Green Finance	3	0	0	0	3	3	Elective (Finance with AI)
7	26ABT-725	Digital Public Infrastructure & Open Finance	3	0	0	0	3	3	Elective (Finance with AI)
8	26ABP-726	Financial Analytics with AI	0	0	4	2	2	4	Elective (Finance with AI)
9	26ABP-727	Digital Public Infrastructure & FinTech Applications	0	0	4	2	2	4	Elective (Finance with AI)
10	26ABP-728	Algorithmic & Quantitative Trading with AI	0	0	4	2	2	4	Elective (Finance with AI)
11	26ABP-729	Risk Analytics & Fraud Detection with AI	0	0	4	2	2	4	Elective (Finance with AI)
12	26ABP-730	Financial Data Visualization & BI Dashboards	0	0	4	2	2	4	Elective (Finance with AI)
HR with AI									
SN	Code	Title	L	T	P	SK	C	CH	Course Category
1	26ABT-704	AI-Enabled Human Capital Strategy	3	0	0	0	3	3	Core (HR with AI)
2	26ABT-754	Future of Work & AI in HR Leadership	3	0	0	0	3	3	Core (HR with AI)
3	26ABT-731	HR Governance, Compliance & Ethics in AI	3	0	0	0	3	3	Elective (HR with AI)
4	26ABT-732	Employee Experience & Engagement Analytics	3	0	0	0	3	3	Elective (HR with AI)
5	26ABT-733	AI-Enabled Talent Acquisition & Recruitment Strategy	3	0	0	0	3	3	Elective (HR with AI)
6	26ABT-734	AI for Performance & Compensation Systems	3	0	0	0	3	3	Elective (HR with AI)
7	26ABT-735	Global & Cross-Cultural HR Management	3	0	0	0	3	3	Elective (HR with AI)
8	26ABP-736	AI in Learning & Development Tools	0	0	4	2	2	4	Elective (HR with AI)
9	26ABP-737	People Analytics with Python/Excel	0	0	4	2	2	4	Elective (HR with AI)
10	26ABP-738	AI in Learning & Development Tools	0	0	4	2	2	4	Elective (HR with AI)
11	26ABP-739	Recruitment Tech & ATS Tools	0	0	4	2	2	4	Elective (HR with AI)
12	26ABP-740	Employee Experience Platforms	0	0	4	2	2	4	Elective (HR with AI)