CHANDIGARH UNIVERSITY
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Program Schemes for MBA AI FOR BUSINESS

Cluster: Management **Institute: Apex Institute of Management**

Department: MBA **Type of Program: PG**

SEMESTER-1		
Course Name	**Course Category**	**Credits**
Quantitative methods & statistics with AI	Program Core	4
Marketing management with AI	Program Core	3
Financial accounting & reporting with AI	Program Core	4
Applied AI tools for business	Ability Enhancement	1
Managerial economics with AI	Program Core	3
Design thinking & innovation	Ability Enhancement	1
Digital & AI business transformation	Program Core	3
Business law & responsible AI	Program Core	3
Professional business communication	Skill Enhancement	1

SEMESTER-2		
Course Name	**Course Category**	**Credits**
Business Research With AI Analytics	Program Core	3
AI-Driven Operations & Supply Chain	Program Core	3
Managerial Finance With AI	Program Core	3
Strategic Management	Program Core	3
AI-Enabled Human Resource Management	Program Core	3
General Proficiency (Co-Curricular)	Ability Enhancement	1
AI Productivity Tools Studio	Ability Enhancement	2
Python Essentials for Business	Ability Enhancement	2
Professional Communication Skills - 1	Skill Enhancement	1
Quantitative Aptitude and Data Interpretation -1	Ability Enhancement	1

SEMESTER-3		
Course Name	**Course Category**	**Credits**
Summer Internship	Internship	3
Professional Communication Skills-2	Skill Enhancement	1
Quantitative Aptitude and Data Interpretation -2	Ability Enhancement	1
Specialization A Program Core - 1	Program Core (Specialization)	3
Specialization A Program Elective - 1	Program Elective (Specialization)	2
Specialization A Program Elective - 2	Program Elective (Specialization)	2
Specialization B Program Core - 1	Program Core (Specialization)	3
Specialization B Program Elective - 1	Program Elective (Specialization)	2
Specialization B Program Elective - 2	Program Elective (Specialization)	2

SEMESTER-4		
Course Name	**Course Category**	**Credits**
Capstone Project	Project	3
Global Startup In The Age Of AI	Program Core	3
Specialization A Program Core - 2	Program Core (Specialization)	3
Specialization A Program Elective - 3	Program Elective (Specialization)	3
Specialization A Program Elective - 4	Program Elective (Specialization)	2
Specialization B Program Core - 2	Program Core (Specialization)	3
Specialization B Program Elective - 3	Program Elective (Specialization)	3
Specialization B Program Elective - 4	Program Elective (Specialization)	2

Program Electives			
Semester	**Course Name**	**Course Category**	**Credits**
III	Digital Consumer Behaviour & AI Insights	Program Core (Marketing & AI)	3
III	SEO, GEO & AI Search Optimization	Program Elective (Marketing &AI)	2
III	Generative AI for Campaign Design	Program Elective (Marketing &AI)	2
III	Marketing Analytics Dashboards	Program Elective (Marketing &AI)	2
III	AI-Driven Financial Strategy & Decision Making	Program Core (Finance & AI)	3
III	Financial Analytics with AI	Program Elective (Finance & AI)	2
III	Digital Public Infrastructure & FinTech Applications	Program Elective (Finance & AI)	2
III	Algorithmic & Quantitative Trading with AI	Program Elective (Finance & AI)	2
III	AI-Enabled Human Capital Strategy	Program Core (HR & AI)	3
III	AI in Learning & Development Tools	Program Elective (HR & AI)	2
III	People Analytics with Python/Excel	Program Elective (HR & AI)	2
III	AI-Powered HR Operations & Workflow Automation	Program Elective (HR & AI)	2
IV	Digital & AI Marketing Strategy	Program Core (Marketing & AI)	3
IV	Influencer & Community Marketing	Program Elective (Marketing &AI)	3
IV	Subscription Economy & Pricing Models	Program Elective (Marketing &AI)	3
IV	Product Innovation & Go-to-Market in Digital Era	Program Elective (Marketing &AI)	3
IV	Customer Lifetime Value & Retention Strategies	Program Elective (Marketing &AI)	3
IV	Global Marketing & Cross-Cultural Intelligence	Program Elective (Marketing &AI)	3
IV	Web Analytics & Conversion Optimization	Program Elective (Marketing &AI)	2
IV	Social Media Marketing with AI	Program Elective (Marketing &AI)	2
IV	Corporate Finance & FinTech Innovations	Program Core (Finance & AI)	3
IV	Financial Risk Management with AI	Program Elective (Finance & AI)	3

IV	Wealth & Portfolio Management in Digital Age	Program Elective (Finance & AI)	3
IV	Behavioral Finance & Investor Psychology	Program Elective (Finance & AI)	3
IV	Sustainable & Green Finance	Program Elective (Finance & AI)	3
IV	Digital Public Infrastructure & Open Finance	Program Elective (Finance & AI)	3
IV	Financial Data Visualization & BI Dashboards	Program Elective (Finance & AI)	2
IV	Risk Analytics & Fraud Detection with AI	Program Elective (Finance & AI)	2
IV	Future of Work & AI in HR Leadership	Program Core (HR & AI)	3
IV	HR Governance, Compliance & Ethics in AI	Program Elective (HR & AI)	3
IV	Employee Experience & Engagement Analytics	Program Elective (HR & AI)	3
IV	AI-Enabled Talent Acquisition & Recruitment Strategy	Program Elective (HR & AI)	3
IV	AI for Performance & Compensation Systems	Program Elective (HR & AI)	3
IV	Global & Cross-Cultural HR Management	Program Elective (HR & AI)	3
IV	Recruitment Tech & ATS Tools	Program Elective (HR & AI)	2
IV	Employee Experience Platforms	Program Elective (HR & AI)	2

NON TPP Courses			
Semester	**Course Name**	**Course Category**	**Credits**
II	Professional Skills Development	Skill Enhancement	1
II	Quantitative Aptitude and Reasoning	Ability Enhancement	1

NON TPP Courses Basket			
Semester	**Course Name**	**Course Category**	**Credits**
III	Critical Enquiry and Research Methodology	Ability Enhancement	1
III	Academic Writing	Ability Enhancement	1
III	Statistical Data Analysis	Ability Enhancement	1
III	AI & Data-Driven Research	Ability Enhancement	1
III	Research Ethics & Intellectual Property Rights	Skill Enhancement	1
III	Emerging Research Tools and Technologies	Skill Enhancement	1
III	Domain specific Term paper	Skill Enhancement	1
III	Entrepreneurship Mindset	Ability Enhancement	1
III	Marketing & Management Essentials	Ability Enhancement	1
III	Business Strategies & Operations	Ability Enhancement	1
III	Customer Engagement & Organic Growth	Ability Enhancement	1
III	AI Automation & Sustainability	Skill Enhancement	1
III	Finance & Economics Fundamentals	Skill Enhancement	1
III	Business Planning & Legal Basics	Skill Enhancement	1