



SAGE University Bhopal

NAAC A, UGC-Entitled, R. World Institutional Ranking #979

BBA Hons. (Applied AI & Business Analytics)

Type

Ug Program

Mode

Campus

Duration

4 Years

Total fees

₹ 600,000

SAGE University Bhopal

Explore SAGE University Bhopal NewGen Campus offering career-ready degree programs with industry integration, placement support and modern learning.

BBA Hons. (Applied AI & Business Analytics)

Highlights

- ◆ Campus-supported learning with a mix of academic depth and practical exposure.
- ◆ Course themes such as Fundamentals of Financial Accounting, Fundamentals of Management, business statistics, and data interpretation give learners a focused understanding of business analytics and data-led management.
- ◆ Interactive learning helps students ask questions, collaborate, and build confidence in the subject.
- ◆ Experiential work supports application of concepts to business data, performance indicators, and customer or operational patterns and discipline-specific challenges.
- ◆ Relevant for learners seeking a strong start or further progression in analytics, business intelligence, reporting, and data-enabled management functions, including areas such as AI Business Analyst, Data Visualization Specialist, and Junior Data Scientist, with added focus on applied interpretation.

Learning outcomes

- ◆ Within BBA (Applied AI and Business Analytics) from SAGE University, Bhopal, map important concepts in business analytics and data-led management to real or case-based situations involving business data, performance indicators, and customer or operational patterns.

- ◆ Apply analytical thinking to manage analytics-backed business questions and reporting needs in a disciplined way.

- ◆ Evaluate information before making conclusions about business decisions that depend on evidence, trends, and measurable outcomes.

- ◆ Design or present dashboards, analytical summaries, and decision notes that show both knowledge and practical relevance.

- ◆ Grow confidence for academic advancement and career exploration across analytics, business intelligence, reporting, and data-enabled management functions, including areas such as AI Business Analyst, Data Visualization Specialist, and Junior Data Scientist, while strengthening applied interpretation.



Curriculum Overview

Semester I (8 subjects)

- ◆ Fundamentals of Financial Accounting
- ◆ Fundamentals of Management
- ◆ Managerial Economics- I (Micro)
- ◆ (Organizational Behaviour)
- ◆ Professional Development-1(Statistics for Decision)
- ◆ Business Communication
- ◆ Environmental Science and Disaster Management
- ◆ Mini project-Descriptive analysis of a retail dataset using

Semester II (8 subjects)

- ◆ Business Environment
- ◆ Management Accounting
- ◆ Managerial Economics- II(Macro)
- ◆ Business Law
- ◆ Introduction to Programming(Python)
- ◆ Professional Development- 2
- ◆ Introduction to Indian Knowledge Sys
- ◆ Lab Work-Designing a relational database for a mock small business and querying it for sales reports.



Curriculum Overview (continued)

Semester III (8 subjects)

- ◆ Foundations of Business Analytics
- ◆ Data Visualization (Tableau/Power BI)
- ◆ Data Base Management and SQL
- ◆ (Industrial Psychology)
- ◆ Python for Data Science
- ◆ Indian Constitution
- ◆ Professional Communication Skills
- ◆ Mini Project: Creating an interactive Executive Dashboard for an NGO's fundraising data.

Semester IV (8 subjects)

- ◆ Financial Management
- ◆ Business Research Methods
- ◆ Operations Management
- ◆ Exploratory Data Analysis
- ◆ Design Thinking and Innovation
- ◆ Introduction to Digital Media
- ◆ Health and Wellness
- ◆ Summer Internship: Working with a startup to visualize their monthly Key Performance Indicators (KPIs).



Curriculum Overview (continued)

Semester V (7 subjects)

- ◆ Research Methodology
- ◆ Entrepreneurship and Start up Eco System
- ◆ Applied Machine Learning(Supervised)/Applied Machine learning (Unsupervised & Deep Learning)
- ◆ Supply Chain Analytics/HR Analytics
- ◆ Commerce Analytics/ Marketing Analytics
- ◆ StrategicManagement/ Project Management
- ◆ Internship (8 weeks)

Semester VI (3 subjects)

- ◆ Big Data and Cloud Computing(AWS/Azure)
- ◆ Internship Embedded Project Work & Viva voce (or) Research & Dissertation
- ◆ Specialized Analytics Internship. A 2-month stint in a functional domain (Marketing/Finance/Ops) focusing on predictive modeling.

Semester VII (6 subjects)

- ◆ AI Ethics
- ◆ Governanc and Law
- ◆ Prescriptive Analytics and Optimization
- ◆ Gen Ai in Business (LLM & Prompt Engineering)
- ◆ On the Job training/ Internship- E-Commerce organization(10-12 weeks)
- ◆ Designing a GenAI-powered Customer Support Chatbot for a specific business niche.



Curriculum Overview (continued)

Semester VIII (2 subjects)

- ◆ Internship Embedded Project work & Viva Voce (or) Research work & Dissertation
- ◆ An end-to-end "AI-Ready Business Plan" including a working prototype of an analytical solution.

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Annual Academic Fee	₹ 150,000	₹ 150,000	₹ 150,000	₹ 150,000	₹ 600,000
Total	₹ 150,000	₹ 150,000	₹ 150,000	₹ 150,000	₹ 600,000