



Universal Skill Tech University

NAAC A, UGC-Entitled

BBA (Hons.) Business AI

Type

Ug Program

Mode

Campus

Duration

4 Years

Total fees

₹ 559,155

Universal Skill Tech University

Universal SkillTech University is a new-age, UGC-recognised university located in Vasai-Virar, Maharashtra. Established by the Vidya Vikas Education Trust, the university is designed to bridge the gap between academic education and industry expectations through skill-based, multidisciplinary learning. Its academic approach combines classroom education with live projects, internships, on-the-job training and industry collaboration. With programmes spanning engineering, management, design, media, liberal arts, healthcare and other emerging fields, the university aims to develop globally competent professionals, entrepreneurs and future-ready leaders.

BBA (Hons.) Business AI

Highlights

- ◆ Four-year campus-based BBA Honours programme
- ◆ Integration of business management and artificial intelligence
- ◆ Assured paid corporate internships for eligible students
- ◆ Up to 12 months of workplace experience
- ◆ Hands-on learning through AI labs, tools and live projects

Learning outcomes

- ◆ Application of artificial intelligence in business
- ◆ Business and data analysis
- ◆ Generative AI and prompt-based problem-solving
- ◆ Business process automation
- ◆ AI strategy and digital transformation

Eligibility Criteria

Student appearing for Std 10+2 or passed with minimum 45%. Must have studied XII from any recognised boards (CBSE, ISC, HSC, IB, A Levels or equivalent).

Admission is through merit and counselling. No entrance exam required — focus is on potential, aptitude, and ambition.

Curriculum Overview

Semester I (5 subjects)

- ◆ Principles of Management
- ◆ Introduction to Financial Accounting
- ◆ Micro Economics
- ◆ MS Excel for Data Analysis
- ◆ Business Mathematics

Semester II (8 subjects)

- ◆ Business Environment
- ◆ Introduction to Cost Accounting
- ◆ Introduction to Python Programming
- ◆ Generative AI and Prompt Engineering
- ◆ Communication & Presentation Skills
- ◆ Introduction to Environmental Science
- ◆ Customer Service Management
- ◆ Minor Project 2: Customer Sentiment & Competitive Intelligence Analyzer



Curriculum Overview (continued)

Semester III (7 subjects)

- ◆ Modern Marketing Management
 - ◆ Macro Economics
 - ◆ Data Visualization & Storytelling (Tableau / Power BI)
 - ◆ Design Thinking and Innovation
 - ◆ Negotiation Skills
 - ◆ Introduction to Organizational Psychology
 - ◆ Minor Project 3: Interactive Sales Performance & KPI Dashboard
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Semester IV (7 subjects)

- ◆ Human Resource Management & People Analytics
- ◆ Business Finance
- ◆ Business Research Methods
- ◆ Applied Machine Learning for Business Optimization
- ◆ Introduction to Business Analytics
- ◆ Summer Internship — 4 Weeks (OR) Industrial Visit & Report Writing
- ◆ Minor Project 4: Automated Lead Scoring Engine for Sales Teams



Curriculum Overview (continued)

Semester V (6 subjects)

- ◆ Business Intelligence and Data Warehousing
- ◆ FinTech and Algorithmic Business Systems
- ◆ Operations Management
- ◆ Introduction to E-Commerce
- ◆ Internship / OJT / Apprenticeship / Project-Based Work — 10 Weeks
- ◆ Minor Project 5: Enterprise Knowledge Agent (Design & Build a Retrieval-Augmented System)

Semester VI (4 subjects)

- ◆ Supply Chain Management and Analytics
- ◆ Product Management for AI Solutions
- ◆ AI Ethics & Governance and Social Impact
- ◆ Industry Internship — Embedded Project Work (Business Business AI)

Semester VII (6 subjects)

- ◆ Enterprise AI Strategy
- ◆ Strategic Application of Deep Learning in Business Enterprises
- ◆ Business Statistics and Exploratory Data Analytics
- ◆ Seminar Presentation
- ◆ Internship / OJT / Apprenticeship / Research Work — 10 Weeks
- ◆ Capstone: Problem-Solving in AI



Curriculum Overview (continued)

Semester VIII (3 subjects)

- ◆ Advanced AI Techniques for Business Application ◆
 - ◆ Cloud Platforms for AI
- Industry Internship — Embedded Project Work & Viva Voce (OR) Major Research Work & Dissertation

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Course Fee	₹ 125,000	₹ 134,375	₹ 144,453	₹ 155,287	₹ 559,115
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Career & Placement highlights

Top Career Roles



Automation Analyst



Business Intelligence
Analyst



AI Product Associate



Digital Transformation
Associate



AI Strategy and
Operations Associate