

EM 4, Sector V, Salt Lake, Kolkata-700091, West Bengal, India Phone: +91 9836544416/17/18/19, Fax: +91 33 2357 1097 3-Years BBA with AI Curriculum and Syllabus

First Semester

Course Code	Course Title	Contact Hrs. / Week			Credit		
		L	Т	Р			
Theory							
TIU-UMG-T115	Quantitative Methods	3	1	0	4		
TIU-UMG-T117	Principles of Management	3	1	0	4		
TIU-UMG-T119	Organizational Behavior	3	1	0	4		
TIU-UMG-T107	Economic Environment of Business	3	1	0	3		
TIU-UEN -T109	Communicative English	2	1	0	3		
TIU-UEN-T111	Career Advancement & Skill Development-I: Introduction to AI in Business	3	1	1	4		

Sessional								
TIU-UES-S199	Entrepreneurship Skill Development – I	0	0	2	2			
Total Credits								