



3-Years BBA with AI Curriculum and Syllabus

Fifth Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
TIU-UMG-T301	Financial Management	3	1	0	4
TIU-UMG-T303	Customer Relationship Management	2	1	0	3
TIU-UMG-T305	Strategic Management	3	1	0	3
TIU-UMG-T307	Business Environment	3	1	0	4
TIU-UMG-T309	Research Methodology	3	1	0	4
TIU-UEN-T301	Career Advancement Skill & Development: AI in Business Operation	2	1	0	3
Practical					
TIU-UMG-P301	Pilot Project	0	0	2	2
Sessional					
TIU-UES-S399	Entrepreneurship Skill Development	0	2	0	2
Total Credits					25