

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATION OF TWO-YEAR DEGREE
PROGRAMME
Master of Business Administration
(Under Credit Based Continuous Evaluation Grading System)
SESSION:2026-27

SEM-IV										
Course Code	Course Title	Course Type	Hours Per Week	Credits L-T-P	Total Credits	Marks				Examination Time (in Hours)
			L-T-P			Total	Th	P	CA	
MBAL-4111	Artificial Intelligence in Business	Core Theory	4-0-0	4-0-0	4	100	70	-	30	3

Master of Business Administration
Two-Year Degree Programme
(Credit Based Continuous Evaluation Grading System)
Session: 2026-27
Semester-IV
ARTIFICIAL INTELLIGENCE IN BUSINESS
Course Code: MBAL-4111

Course outcomes:

After the successful completion of this course, students will be able to:

CO1: explain the evolution of industrial revolutions and analyze the role of data in emerging technologies.

CO2: apply concepts of data science, including the data value chain and Big Data, to managerial decision-making.

CO3: demonstrate understanding of core technologies such as AI, IoT, and AR/VR, and evaluate their applications and limitations.

CO4: assess ethical, professional, and societal implications of advanced technologies including Blockchain, Cloud, Quantum computing, and Cybersecurity.

Master of Business Administration
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Session: 2026-27

Semester-IV
ARTIFICIAL INTELLIGENCE IN BUSINESS
Course Code: MBAL-4111

Time: 3 Hours
L-T-P
4-0-0

Max.Marks:100
Theory:70
CA:30

Instructions for the Paper–Setter:

Eight Questions of equal marks are to be set (14 marks each), two in each of the four sections (A-D). Questions of section A-D should be set from units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section.

Unit-I

Artificial Intelligence (AI): Concepts, history, goals, levels, types, techniques, applications (agriculture, health, business, education), tools/platforms, advantages & limitations, Emerging Technologies: Evolution of technologies and industrial revolutions (IR 1.0 to IR 4.0), Role of data in emerging technologies, Enabling devices and networks (programmable devices), Human–machine interaction, Future trends in technology

Unit II

AI in Marketing (customer segmentation, recommendation systems, pricing) , AI in Finance (fraud detection, credit scoring, risk management), AI in Human Resource Management (recruitment, employee analytics). AI in Operations and Supply Chain Management, AI in Healthcare, Retail, Manufacturing, and Banking, Basics of Big Data and its role in decision-making

Unit III

Data as a strategic business asset, Data lifecycle and AI-ready data ,Big Data and AI, Predictive, Prescriptive, and Descriptive Analytics, Generative AI and Large Language Models, Prompt Engineering fundamentals, AI-powered business productivity tools, Business dashboards and AI-driven insights

Unit IV

AI strategy and business transformation, Responsible AI and AI governance, Ethics, bias, fairness, transparency, and explainability, Privacy, cybersecurity, and regulatory issues, Emerging trends: AI Agents, Edge AI, Autonomous Systems, Digital Twins, IoT with AI, Future of AI in business and employment

Suggested Readings:

1. Introduction to Artificial Intelligence and Machine Learning (1st ed.), Rainer, R. K., Wiley, 2025.
2. Emerging Technologies for Emerging Markets: Vong, J., & Song, I., Springer Singapore, 2014.
3. Disruption: Emerging Technologies and the Future of Work, Del Rosal, V., Emtechub, 2015.
4. Emerging Internet-Based Technologies: Sadiku, M. N. O, CRC Press, 2019.
5. Emerging Exponential Technologies – A Management Perspective: Dr. D.G. Kulkarni and Dr. Prayag Gokhale, Himalaya Publishing House Pvt. Ltd., 1/e, 2020.

**Master of Business Administration
Two-Year Degree Programme
(Credit Based Continuous Evaluation Grading System)
Session: 2026-27
Semester-IV
GROUP B- MARKETING
DIGITAL AND SOCIAL MEDIA MARKETING
Course Code: MBAL- 4123
(Opt. BIII)**

Course outcomes:

After the successful completion of this course, students will be able to:

CO1: Explain digital marketing concepts and consumer behavior.

CO2: Design social media strategies using major platforms and influencers.

CO3: Develop campaigns, apply advertising techniques, and manage governance.

CO4: Use AI tools for analytics, personalization, and automation in marketing.

Master of Business Administration
Two-Year Degree Programme
(Credit Based Continuous Evaluation Grading System)
Session: 2026-27
Semester-IV
Group B- Marketing
DIGITAL AND SOCIAL MEDIA MARKETING
Course Code: MBAL-4323
(Opt. BIII)

Time: 3 Hours Max.Marks:100

L-T-P

70

4-0-0

Theory:

CA: 30

Instructions for the Paper–Setter:

Eight Questions of equal marks are to be set (14 marks each), two in each of the four sections (A-D). Questions of section A-D should be set from units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section.

Unit-I

Foundations of Digital Marketing: Evolution and scope of digital marketing, Online consumer behaviour and digital customer journey, Search Engine Optimization (SEO) and Search Engine Marketing (SEM), Website design, usability, and analytics basics, integration of digital marketing with traditional marketing.

Unit-II

Social Media Ecosystem & Strategies: Introduction to Social Media Marketing (SMM), Major platforms: Facebook, YouTube, LinkedIn, Google, Foursquare, Instagram, Twitter, Social Media Marketing Strategies across platforms, Content creation, storytelling, and community building, Role and types of influencers (Expert, Referent, etc.).

Unit-III

Campaigns, Advertising & Governance: Social Media Marketing Campaigns: types, process, rules of the market, Developing SMM voice: need, characteristics, ownership, Social Advertising: appeals, gaining attention on networks, Social Media Governance: models, impact on company functions, crisis management.

Unit-IV

AI Integration & Emerging Trends: Predictive Analytics in digital and social media marketing, AI-driven content creation and optimization, Personalization and automation in campaigns, Emerging trends: AR/VR, chatbots, metaverse marketing, Ethical issues: privacy, data protection, responsible advertising.

Case Studies for Reference

1. **Netflix: AI-Driven Personalization and Customer Engagement:** AI in content recommendations, consumer analytics, customer retention, and global digital marketing.
2. **Nike: Digital Branding and Community Building:** Social media storytelling, influencer marketing, customer engagement, and brand advocacy.
3. **Starbucks: Digital Customer Experience Strategy:** Mobile marketing, customer loyalty programs, social media engagement, and personalization

Suggested Readings

1. Tuten, T. L., & Solomon, M. R. *Social Media Marketing*. Sage Publications.
2. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing*. Pearson Education.
3. Patnaik, R., & Mahapatra, D. M. (2025). *Digital and Social Media Marketing: Theory and Practices*. Sultan Chand & Sons.
4. Ryan, D. *Understanding Digital Marketing*. Kogan Page.
5. Sterne, J. *Artificial Intelligence for Marketing*. Wiley.
6. Evans, D. *Social Media Marketing*. Wiley.

Note: Latest editions of the books should be followed.