



BBA

Semester V

Calicut University

Communicating with AI

Course Code: BBA5FS114 • Module SYLLABUS Notes

Course Syllabus

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Module I: Artificial Intelligence Foundations & Business Overview

- Unit 1: Definitions, Scope, and Evolution of AI (ANI, AGI, ASI Overview).
- Unit 2: Key Milestones in AI & Machine Learning Foundations.
- Unit 3: Business Applications across Finance, Marketing, Operations, HR.
- Unit 4: Ethical Considerations, AI Bias, Data Privacy & Regulatory Risks.

Module II: Data-Driven Decision Making & Business Intelligence

- Unit 5: 3 Tiers of Analytics – Descriptive, Predictive, Prescriptive.
- Unit 6: Decision Support System (DSS) Architecture.
- Unit 7: Data-Driven Decision Making (DDDM) Lifecycle.
- Unit 8: Augmented BI & AI-Powered Executive Dashboards.

Module III: AI Integration, Change Management & Entrepreneurship

- Unit 9: AI Project Lifecycle & Technical Requirements.
- Unit 10: Change Management & Overcoming Employee AI Resistance.
- Unit 11: AI Entrepreneurship & Startup Opportunities.

- Unit 12: Ethical AI Governance Frameworks & Responsible AI.

Module IV: Natural Language Processing & Generative AI

- Unit 13: NLP Architecture & Text Analytics Fundamentals.
- Unit 14: Rule-based Chatbots vs Generative Conversational AI Agents.
- Unit 15: Prompt Engineering Frameworks (Zero-shot, Few-shot, Chain-of-thought).
- Unit 16: Conversational UX Design & Enterprise AI Assistants.

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