



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

AI FOR BUSINESS								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBE28	Core	L	T	P	C	CIA	SEE	Total
		4	0	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Management Information Systems								
SDGs Mapped: SDG 9 (Industry, Innovation and Infrastructure), SDG 8 (Decent Work & Economic Growth)								

I. COURSE OVERVIEW:

This course introduces students to the fundamentals of Artificial Intelligence (AI) and its applications in business. It covers AI concepts, types, implementation strategies, business use cases, autonomous agents, robotics, and ethical and regulatory considerations. Students will gain insights into how AI can enhance decision-making, optimize operations, improve customer experiences, and drive innovation while understanding associated challenges and governance issues.

II. COURSES OBJECTIVES:

The students will try to learn:

- The evolution, scope, and applications of AI in business contexts.
- The different types of AI and understand their functionalities and enterprise implementation.
- The AI product development lifecycle and its applications across industries.
- The role of AI agents, robotics, and human-machine collaboration in organizations.
- The ethical, legal, and regulatory aspects associated with AI adoption.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Understand the fundamentals, scope, evolution, and managerial relevance of AI.
- CO2 Analyze various AI types and formulate strategies for AI implementation in enterprises.
- CO3 Apply AI across business functions such as CRM, HR, Finance, Supply Chain, and Education.
- CO4 Develop insights on AI product lifecycle management and achieving product-market fit.
- CO5 Evaluate autonomous agents, robotics, and human-machine collaboration in organizational settings.
- CO6 Apply ethical, governance, and regulatory frameworks to manage AI risks, bias, and compliance.

IV. COURSE CONTENT:

MODULE - I: INTRODUCTION TO ARTIFICIAL INTELLIGENCE (10)

Definition and scope, Evolution of AI in Business, Importance and applications of AI, Foundations of AI, Features of AI, Goals of AI, Managerial view of AI, AI subfields, issues and challenges in AI.

MODULE - II: AI TYPES AND IMPLEMENTATION (10)

AI types – Based on capabilities: Narrow AI, General AI, Super AI, Based on functionalities: Reactive Machines, Limit memory -generative AI, virtual assistant and chat bots, responsible AI, Self-aware AI, Generative AI. Role of Data in enterprise AI, a blueprint for enterprise, AI implementation.

MODULE - III: AI APPLICATION IN BUSINESS (09)

AI Product Development Lifecycle, Product market Fit, Stages of the AI lifecycle, AI in Customer relationship management, healthcare, Finance, Retail, Agriculture, Education, Supply chain, Sales forecasting, HR Analytics.

MODULE - IV: AI AGENTS & ROBOTS (08)

Autonomous agents, Agentic AI, Robots in used today, Human machine collaboration, Managing automation with robots. AI & ML – overlaps among AI, ML and Data science.

MODULE - V: ETHICAL AND REGULATORY ASPECTS IN AI (08)

Ethical considerations in AI, AI risk and governance, managing AI security concerns, bias and fairness in AI systems. AI regulatory frameworks, Data privacy and security, liability and accountability, Intellectual Property in AI.

V.TEXT BOOKS:

1. Pavan Kumar Gurazada, Seema Gupta. Artificial Intelligence in Business. Vikas Publishing House. 2025.
2. Rahul De'. AI for Managers. Cengage Learning. 2025.
3. Marily Nika, Building AI-Powered Products-The Essential Guide to AI and Gen AI Product Management, O'Reilly, 2025.
4. Saptarshi Goswami, Amit Kumar Das, Amlan Chakravarti. AI for Everyone – A Beginner's Handbook for AI. Pearson India. 2024.

VI. REFERENCE BOOKS:

1. Rahul Dubey. Emerging Technologies for Effective Management. Cengage Learning. 2023.
2. Doug Rose, Artificial Intelligence for Business: What you need to know about Machine
3. Learning and Neural Networks, Pearson, 2021.

VII. Web References:

1. http://tn.upi.edu/pdf/AI_Management.pdf
2. <https://notendur.hi.is/~kth93/3.20.pdf>

VIII. E-Text Books:

1. <http://ebooks.cambridge.org/ebook.jsf?bid=CBO9781139150002>
2. <http://www.ebook777.com/AI-management-4th-edition/>