



**Progressive Education Society's
Modern College of Arts, Science and Commerce,
Ganeshkhind,
Pune – 411 016
(Autonomous)**

Opposite to University of Pune, Pashan Road 411016
e-Mail:moderncollege16@gmail.com
Phone: +917768050797 or +917768020797 Fax:(020) 25650931

**Syllabus for
BSc
(Artificial Intelligence and Digital
Automation)
Programme Code: BScAIBA11
Apprenticeship Embedded Degree
Programme**

A.Y. 2026 – 2027



BSc (Artificial Intelligence and Digital Automation)

Curriculum & Syllabus

Semester-I

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	Major Core	24CMPAIDA11101	Gen AI Foundations	2	0	20	30	50
2	Major Core	24CMPAIDA11102	Lab Course on Gen AI	0	2	20	30	50
3	Major Core	24CMPAIDA11103	Digital Marketing Fundamentals	2	0	20	30	50
4	Major Core	24CMPAIDA11104	Lab Course on Digital Marketing I	0	2	20	30	50
5	Major Core	24CMPAIDA11105	Aspects of Marketing	2	0	20	30	50
6	Major Core	24CMPAIDA11106	Lab Course on Aspects of Marketing	0	2	20	30	50
7	OE	24CMPAIDA11301	Budgeting and Personal Finance	2	0	20	30	50
8	SEC	24CMPAIDA11401	Fundamentals of Business & Management	2	0	20	30	50
9	IKS	24IKS11501	Indian Knowledge System	2	0	20	30	50
10	AEC	24CMPAIDA11501	Communication and Professional Skills	2	0	20	30	50
11	VEC	24CMPAIDA11502	Entrepreneurial Mindset & Opportunity Discovery	2	0	20	30	50
Total				16	6	220	330	550



Semester-II

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	Major Core	24CMPAIDA12101	AI Applications in Business Analysis	2	0	20	30	50
2	Major Core	24CMPAIDA12102	Lab course on AI Applications	0	2	20	30	50
3	Major Core	24CMPAIDA12103	AI for Digital Marketing	2	0	20	30	50
4	Major Core	24CMPAIDA12104	Lab course on Digital Marketing II	0	2	20	30	50
5	Major Core	24CMPAIDA12105	Essentials of Business Automation	2	0	20	30	50
6	Major Core	24CMPAIDA12106	Lab course on Business Management	0	2	20	30	50
7	OE	24CMPAIDA12301	Market Research	2	0	20	30	50
8	SEC	24CMPAIDA12401	Introduction to Digital Economy	2	0	20	30	50
9	AEC	24CMPAIDA12501	Social Responsibility and Workplace Ethics	2	0	20	30	50
10	VEC	24CMPAIDA12502	Applied Entrepreneurship & Startup Execution	2	0	20	30	50
11	CC	24CMPAIDA12601	Elective Club and Success Habits	2	0	20	30	50
Total				16	6	220	330	550



Semester-III

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	Major Core	24CMPAIDA23101	Business Process Automation (Zapier / Make / n8n / WhatsApp API)	4	0	40	60	100
2	Major Core	24CMPAIDA23102	Lab Course on Business Process Automation	0	2	20	30	50
3	IKS (Major Subject Specific)	24CMPAIDA23103	Timeline of Computing	2	0	20	30	50
4	Minor	24CMPAIDA23201	Digital Marketing Capstone Projects	0	4	40	60	100
5	OE	24CMPAIDA23301	Introduction to CRM	2	0	20	30	50
6	VSEC	24CMPAIDA23401	Automation with Zoho & Odoo	0	2	20	30	50
7	AEC	24CMPAIDA23501	Communication Skills in Indian Languages	2	0	20	30	50
8	FP	24CMPAIDA23601	Data Governance and Cybersecurity	0	2	20	30	50
9	CC	24CMPAIDA23602	Elective Club and Success Habits	2	0	20	30	50
			Total	12	10	220	330	550

Semester-IV

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	OJT	24CMPAIDA24101	Internship Programme	0	22	220	330	550



Semester-V

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	OJT	24CMPAIDA25101	Internship Programme	0	22	220	330	550

Semester-VI

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	OJT	24CMPAIDA26101	Internship Programme	0	22	220	330	550

Semester-VII

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	OJT	24CMPAIDA27101	Internship Programme	0	22	220	330	550

Semester-VIII

Sr. No.	Subject Type	Subject Code	Course Title	Credits		Evaluation		
				Th	Pr	CIE	ESE	Total
1	OJT	24CMPAIDA28101	Internship Programme	0	22	220	330	550