

BBA (HONS.) IN APPLIED AI & BUSINESS ANALYTICS

A future-ready business degree designed to prepare students for careers in digital business, AI and analytics.

LEAD IN THE DIGITAL ECONOMY



Sanjeev Agrawal Global Educational (SAGE) University is a UGC-recognised, located on a modern 75-acre campus in Bhopal, Madhya Pradesh. The university is committed to academic excellence, innovation-driven learning, and creating career-ready graduates.

With its NewGen Campus Degree Program, SAGE University goes beyond traditional classroom education – combining rigorous academics with industry immersion, paid internships, and technology-enabled learning environments.

SAGE University's 75-acre campus in Bhopal provides a vibrant, modern, and technology-enabled learning environment. From smart classrooms equipped with the latest tools to collaborative workspaces designed to simulate real industry environments.



UGC Recognised

Degrees are nationally recognised and aligned with higher education standards.

WHY NEWGEN?

NEWGEN DEGREE

Industry aligned learning

Internship opportunities

Digital business focus

Digital economy careers

REGULAR DEGREE

Theory-focused learning

Limited exposure

Traditional syllabus

Generic career path



**Applied Learning,
Not Just Theory**
Practical exposure
is embedded into
the degree
structure.



**Bridging the Skill-
Employability Gap**
Students graduate
with experience, not
just academic
credentials.



**Prepared for
Tomorrow's Roles**
Programs are aligned
with future business
and technology
demand.

7 REASONS STUDENTS PREFER THIS DEGREE

Every element of these programs is designed to bridge the gap between education and employment.



Industry-Designed Curriculum

The curriculum is co-created with industry experts to ensure every module prepares you for the job market, not just exams.



50% Faculty from Industry

Half your professors come from active industry roles, bringing real-world insights, trends, and practical knowledge into the classroom.



Assured Paid Internships

Guaranteed paid internship opportunities in Year 3 and Year 4, ensuring you gain professional experience before you graduate.



One Paper from IIT Every Semester

Study one subject designed and delivered by IIT faculty every semester — adding IIT-calibre academic depth to your degree.



Get Dedicated Placement Support

Comprehensive placement support including mock interviews, resume building, industry networking, and guaranteed placement assistance.



Smart Classrooms - Industry-Integrated

State-of-the-art classrooms equipped with technology that simulates real work environments and enables interactive, immersive learning.



Live Projects with Industry Partners

Work on live assignments and projects sourced directly from industry partners, building your portfolio before you even enter the job market.



SAGE
UNIVERSITY
— BHOPAL —

BBA (HONS.) IN APPLIED AI & BUSINESS ANALYTICS



4 Years



8 Semesters

SKILLS ACQUIRED



E-Commerce
Operations



Digital Marketing
Fundamentals



Online Business
Strategy



Supply Chain &
Logistics Basics



Customer
Experience &
Retention



Data-Driven
Decision
Making



Marketplace &
Platform
Management



Business
Communication &
Professional Skills



FEE STRUCTURE

BBA (Hons.) in Applied AI & Business Analytics

₹1,50,000

Annual Academic Fee

₹6,00,000

Total Program Fee

* Note: The application and entrance test fees are separate from the academic fee.

ADMISSION PROCESS

STEP 1

Log in to the application portal and start your application form

STEP 2

Upload your documents

STEP 3

Accept the offer letter and pay the admission fee

PROGRAM STRUCTURE

FIRST SEMESTER

Subject

Credits

Fundamentals of Financial Accounting

4

Fundamentals of Management

4

Managerial Economics- I (Micro)

4

Organizational Behaviour

3

Professional Development-1
(Statistics for Decision making)

2

Business Communication

2

Environmental Science and Disaster Management

2

Total Credits

21

Subject

Credits

Business Environment

4

Management Accounting

4

Managerial Economics- II (Macro)

4

Business Law

4

Introduction to Programming (Python)

2

Professional Development- 2

2

Introduction to Indian Knowledge System

2

Total Credits

22

SECOND SEMESTER

THIRD SEMESTER

Subject	Credits
Foundations of Business Analytics	4
Data Visualization (Tableau/Power BI)	4
Data Base Management and SQL	4
Industrial Psychology	3
Python for Data Science	2
Indian Constitution	2
Professional Communication Skills	2
Total Credits	21

FOURTH SEMESTER

Subject	Credits
Financial Management	4
Business Research Methods	4
Operations Management	4
Exploratory Data Analysis	4
Design Thinking and Innovation	2
Introduction to Digital Media	2
Health and Wellness	2
Total Credits	22



FIFTH SEMESTER

Subject	Credits
Research Methodology	4
Entrepreneurship and Start up Eco System	4
DSE-1-Applied Machine Learning (Supervised)/Applied Machine learning (Unsupervised & Deep Learning)	4
DSE-2- Supply Chain Analytics/HR Analytics	4
DSC-3-E- Commerce Analytics/ Marketing Analytics	3
DSC-4-StrategicManagement/ Project Management	2
Internship (8 weeks)	2
Total Credits	23

SIXTH SEMESTER

Subject	Credits
Big Data and Cloud Computing (AWS/Azure)	4
Internship Embedded Project Work & Viva voce (or) Research & Dissertation	16
Total Credits	20



SEVENTH SEMESTER

Subject	Credits
AI Ethics, Governance and Law	4
Prescriptive Analytics and Optimization	4
Gen Ai in Business (LLM & Prompt Engineering)	4
On the Job training/ Internship- E-Commerce organization (10-12 weeks)	8
Total Credits	20

EIGHTH SEMESTER

Subject	Credits
Internship Embedded Project work & Viva Voce (or) Research work & Dissertation	20
Total Credits	20

CAREER OPPORTUNITIES

Graduates can explore roles across technology-driven businesses, consulting firms, startups, and data-centric organisations.

E-Commerce Executive

₹3-5 LPA

Average Salary
in India

~12-14%

Role Growth
Rate

Industry Growth: Online
Retail & Marketplaces

Digital Marketing Executive

₹3-6 LPA

Average Salary
in India

~14-16%

Role Growth
Rate

Industry Growth: Digital
Marketing & Branding

Marketplace Operations Associate

₹4-6 LPA

Average Salary
in India

~13-15%

Role Growth
Rate

Industry Growth: Platform-
Based Businesses

Customer Experience & CRM Executive

₹3-5 LPA

Average Salary
in India

~11-13%

Role Growth
Rate

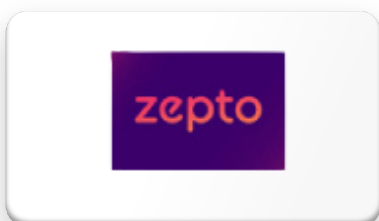
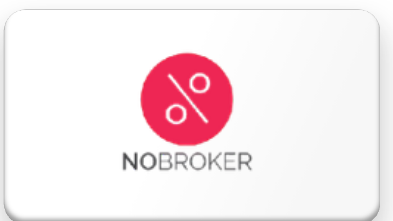
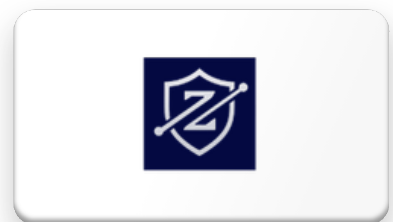
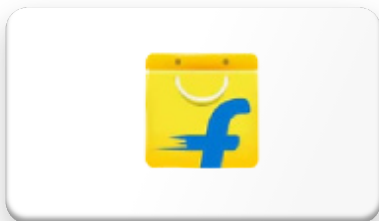
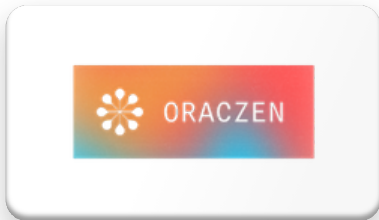
Industry Growth: E-Commerce
& Services

Entrepreneur / Online Business Owner

INCOME POTENTIAL: VARIABLE

Industry Growth: Startups &
Digital Commerce

INDUSTRY PARTNERS GUIDING STUDENTS THROUGH **WORK-LINKED LEARNING**



AND MANY MORE...

BOOK YOUR ONE ON ONE COUNSELLING NOW:



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