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How AI Can Help Commerce and BBA Graduates

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Key Points

1

Commerce graduates are better positioned for AI than they realise — analytical thinking, process orientation, and business context are exactly what AI needs to work well.

2

Finance: AI automates data entry, ratio analysis, and report generation — freeing time for interpretation and advisory.

3

Marketing: AI generates first drafts of copy, analyses customer data, and automates A/B testing of campaigns.

4

Operations: AI optimises inventory, predicts demand, and flags supply chain anomalies before they become problems.

5

Accounting: AI handles routine bookkeeping and compliance checks — accountants focus on exceptions and strategy.

6

The BBA graduate who learns to prompt AI for business analysis, market research, and report writing in Year 1 will be 2 years ahead by Year 3.

Key Takeaway

Commerce is the domain knowledge that makes AI useful in business. Do not underestimate what you already know.

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