



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA(BUSINESS ANALYTICS) PROGRAM

Semester IV

TEACHING & EVALUATION SCHEME								
THEORY			PRACTICAL					
End Sem Exam	Two Term Exam	Teacher Assessment	End Sem University Exam	Teacher Assessment	L	T	P	Credit
60	20	20	-	-	4	-		4

Legends: Th =Theory, L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

MBAI401C Strategic Management

MBAI402C Supply Chain Management

MBABAN403 Data Visualization for Analytics

MBABAN404 Marketing Metrics for Analysis

MBABAN405 Decision and Risk Analysis

MBABAN406 Big Data Analysis

MBABAN407 Major Research Project

MBABAN408 Comprehensive Viva

Chairperson
Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Registrar

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore