

**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**Shri Vaishnav School of Management**  
**MBA (Business Analytics)**  
**Choice Based Credit System (CBCS) (2024-2026)**

**SEMESTER - I**

S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			CREDITS	TOTAL MARKS
			THEORY			PRACTICAL		Th	T	P		
			End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam (60%)	Teachers Assessment* (40%)					
1	MBAI101	Principles and Practice of Management	60	20	20	0	0	3	0	0	3	100
2	MBAI102	Marketing Management	60	20	20	0	0	3	0	0	3	100
3	MBAAI103	Accounting for Managers	60	20	20	0	0	3	0	0	3	100
4	MBAI104	Organizational Behavior	60	20	20	0	0	3	0	0	3	100
5	MBAI105	Business Communication	60	20	20	0	0	3	0	0	3	100
6	MBAI106	Operations Research	60	20	20	0	0	3	0	0	3	100
7	MBAI107	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	50	0	18	0	0	20	650

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

Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

Controller of Examinations  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

Vice Chancellor  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore