



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

MBA-Business Analytics (In Association with IBM)

Choice Based Credit System (CBCS) (2025-2027)

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	MBAIBM101	Software, Programming and Databases Fundamentals	Credit Scheme will be as per the syllabus of the respective IBM Course								2	50		
2	MBAIBM102	Data Analytics with Python	60	20	20	30	20	2	0	2	3	150		
3	MBAI101	Principles and Practice of Management	60	20	20	0	0	3	0	0	3	100		
4	MBAI102	Marketing Management	60	20	20	0	0	3	0	0	3	100		
5	MBAAI103	Accounting for Managers	60	20	20	0	0	3	0	0	3	100		
6	MBAI104	Organizational Behavior	60	20	20	0	0	3	0	0	3	100		
7	MBAI105	Business Communication	60	20	20	0	0	3	0	0	3	100		
			360	120	120	30	20	17	0	2	20	700		

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