

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav School of Management
MBA (Business Analytics)
Choice Based Credit System (CBCS) (2021-2023)

SEMESTER - IV

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		Major Specialization (Elective 1)	60	20	20	0	0	3	0	0	3	100
2		Major Specialization (Elective 2)	60	20	20	0	0	3	0	0	3	100
3		Major Specialization (Elective 3)	60	20	20	0	0	3	0	0	3	100
4		Major Specialization (Elective 4)	60	20	20	0	0	3	0	0	3	100
5	MBAI407	Major Research Project	0	0	0	60	40	0	0	0	4	100
6		Generic Elective-III	60	20	20	0	0	3	0	0	3	100
7	MBAI408	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
8		MOOCs	0	0	0	50	0	0	0	0	2	50
			300	100	100	160	40	15	0	0	23	700


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

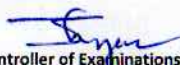
**MRP Viva- External (30 Marks); Guide (20 Marks); Report (10 Marks) Jointly by External and Guide

*** MRP Internal - Synopsis Presentation (20 Marks); Mid-Sem Presentation (20 Marks)


*MOOCs Online/Offline Certification Course (Min. 10 Hrs) of 2 CREDITS (50 Marks) to be done/completed in the duration of whole MBA Program.


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

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
MBA(Business Analytics) Scheme w.e.f. 2021

LIST OF ELECTIVES

Semester III	Semester IV
✓ MBABAN303 Basics of Business Analytics	MBABAN403 Data Visualization for Analytics
✓ MBABAN304 Statistics for Analytics	MBABAN404 Marketing Metrics for Analytics
✓ MBABAN305 Data Management	MBABAN405 Decision and Risk Analytics
✓ MBABAN306 Data Warehousing for Analytics	MBABAN406 Big Data Analytics
MBABAN307 Analysis Systems and Design	MBABAN407 Business Intelligence
MBABAN308 Optimization Analysis	MBABAN408 Ethical and Legal Aspects of Analysis

