Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-Business Analytics (In Association with IBM)
II SEMESTER (2025-2027)

MBAIBM202 PREDICTIVE ANALYTICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM202	CC	Predictive Analytics	60	20	20	30	20	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE
Students will be able to understand the role of predictive analytics in business decision-making. Explain basic concepts of data, statistics, and predictive modeling. Apply simple predictive techniques using spreadsheets and user-friendly tools. Interpret and communicate analytical results for managerial use. Develop data-driven insights to solve real-world business problems.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks. 50 marks comprises of practical examination.

COURSE OUTCOMES
1. Identify suitable business problems for predictive analytics.
2. Prepare and explore data for predictive analysis.
3. Apply basic predictive models such as regression and classification.
4. Evaluate model results using simple performance measures.
5. Present predictive insights effectively to support business decisions.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM202	CC	Predictive Analytics	60	20	20	30	20	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction to Predictive Analytics
1. Meaning and scope of Predictive Analytics
2. Role of predictive analytics in business decision-making
3. Types of analytics: Descriptive, Diagnostic, Predictive, and Prescriptive
4. Predictive analytics project lifecycle (problem definition to deployment – overview)
5. Business applications in marketing, finance, HR, operations, and supply chain

UNIT II: Data Understanding and Preparation
1. Types of data and data sources in organizations
2. Data collection for business analytics
3. Data preprocessing concepts
4. Data cleaning basics: missing values, duplicates, outliers
5. Data transformation and normalization (introductory level)
6. Introduction to feature selection (conceptual understanding)
7. Hands-on data preparation using spreadsheets

UNIT III: Basic Statistical Concepts for Prediction
1. Role of statistics in predictive analytics
2. Measures of central tendency and dispersion
3. Correlation analysis and business interpretation
4. Basic probability concepts
5. Introduction to regression analysis for prediction
6. Hands-on examples using Excel

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM202	CC	Predictive Analytics	60	20	20	30	20	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT IV: Predictive Modeling Techniques
1. Introduction to predictive models
2. Linear regression for business prediction
3. Logistic regression (conceptual understanding)
4. Decision trees – basic idea and business use cases
5. Overview of ensemble methods and neural networks (conceptual only)
6. Model validation concepts: training and testing data
7. Performance measures: accuracy, error, precision, recall (introductory level)

UNIT V: Business Applications and Mini Project
1. Model evaluation basics and interpretation of results
2. Cross-validation concepts (overview)
3. Model deployment concepts and managerial considerations
4. Interpretability of predictive models for business users
5. Ethical issues, data privacy, and responsible use of analytics
6. Business applications:
   - Sales and demand forecasting
   - Customer churn prediction
   - Credit risk analysis
   - Mini project using real-world business data
   - Presentation and communication of predictive insights

SUGGESTED READINGS
Text Books:
1. IBM Cognos Business Intelligence 10: The Official Guide
2. IBM Cognos 10 Report Studio Cookbook, Second Edition
3. IBM Cognos 10 Report Studio: Practical Examples
References:
1. IBM Material for Business intelligence

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MBAI202 RESEARCH METHODOLOGY

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI202	AECC	Research Methodology	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory Course

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

COURSE OBJECTIVES

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. It will equip the students with the concept and methods of Business Research.

EXAMINATION SCHEME

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES

1. The course offers a systematic package into the theoretical as well as practical aspects of conducting research.
2. Demonstrate understanding of research methodology.
3. Apply the statistical concepts in business research.
4. Validate statistical statements relating to business research.

COURSE CONTENT

UNIT I: Business Research

1. An overview: Research process
2. Types of Research - Exploratory Research, Descriptive Research, Causal Research, Analytical Research
3. Problem formulation, Management problem v/s. Research problem
4. Approaches to Research
5. Importance of literature review
6. Business Research Design: Steps involved in a research design

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI202	AECC	Research Methodology	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory Course

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

UNIT II: Sampling and Data Collection
1. Sampling and sampling distribution: Meaning, Steps in Sampling process
2. Types of Sampling - Probability and Non probability Sampling Techniques
3. Data collection: Primary and Secondary data – Sources – Advantages/Disadvantages
4. Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.

UNIT III: Measurement and Scaling Techniques
1. Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement
2. Attitude measurement – Likert's Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale

UNIT IV: Statistical Tools for Data Analysis
1. Measures of central tendency - Mean, Median, Mode ,Quartiles, Deciles and Percentiles
2. Measures of Dispersion: Standard Deviation – Variance – Coefficient of Variance, Skewness
3. Correlation - Karl Pearson's coefficient of Correlation, Rank Correlation
4. Regression: Method of Least Squares
5. Formulation of hypothesis
6. Testing of hypothesis
7. Type I and Type II Errors.
8. Parametric tests: Z-Test, t-test, F-test, Analysis of Variance – One-Way and Two-way
9. Non parametric tests - Chi-Square test

UNIT V: Report writing
1. Reporting Research
2. Types of reports
3. Characteristics of a research report

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI202	AECC	Research Methodology	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory Course

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

SUGGESTED READINGS

1. MalhotraNaresh K. (2008). *Marketing Research. Pearson publishers*, Latest Edition.
2. Zikmund, Babin,Carr, Griffin (2003). *Business Research Methods*. Cengage Learning, India, Latest Edition.
3. Cooper Donald R and Schindler Pamela S. (2006). *Business Research Methods*. McGraw-Hill Education, Latest Edition.
4. Anderson, Sweeney, William, Cam (2014). *Statistics for Business and Economics*. Cengage Learning, Latest Edition.
5. Krishnaswami O. R., Ranganatham M. (2011). *Methodology of Research in Social Sciences*. Himalaya Publishing House, Latest Edition.
6. Levin and Rubin (2008). *Statistics for Management*. Dorling Kindersley Pvt Ltd, Latest Edition.
7. Sekaran Uma (2003). *Research Methods for Business*. Wiley India, Latest Edition.
8. Gupta S. P. (2014). *Statistical Methods*. Sultan Chand and Sons, Latest Edition.
9. Aczel and Sounderpandian (2008). *Complete Business Statistics*. Tata-McGraw Hill, Latest Edition.
10. Kothari C. R. (2004). *Research Methodology*. VishwaPrakashan, Latest Edition.

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MBAI204 OPERATIONS MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	THEORY END SEM University Exam	THEORY Two Term Exam	THEORY Teachers Assessment*	PRACTICAL END SEM University Exam	PRACTICAL Teachers Assessment*	L	T	P	CREDITS
MBAI204	CC	Operations Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES
1. The objective of this course is to help the students understand the concepts and scopes of Operation Management
2. To help understand various functions under Operations Management and tools, techniques and models for solving various issue.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES
- To understand the role of Operations Management in business.
- Plan effective and efficient use of resources of an organization.
- Study and resolve different operational issues in manufacturing and services organizations.

COURSE CONTENT

UNIT I: Introduction to Production and Operations Management
1. Overview and nature of Production / Operations and Services
2. Definition and characteristics of Production systems
3. Objectives and scope of Operations Management
4. Productivity - Definition, Factors affecting Productivity. Different inputs and productivity measures

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COURSE CODE	CATEGORY	COURSE NAME	THEORY END SEM University Exam	THEORY Two Term Exam	THEORY Teachers Assessment*	PRACTICAL END SEM University Exam	PRACTICAL Teachers Assessment*	L	T	P	CREDITS
			TEACHING & EVALUATION SCHEME								
MBAI204	CC	Operations Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC**- Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Facilities Location and Layout Planning
1. Importance of Location decision, situations that lead to location decisions, factors influencing location decision.
2. Location Models: Factor Rating, Dimensional Analysis, Median Model, Load-Distance Model, Centre of Gravity Model, Break-Even Method, Brown and Gibson Model
3. Layout: Definition and Objectives of Layout design, Principles of Layout Design, situations that lead to layout design
4. Product layout, process layout, fixed position and group layout
5. Materials handling concepts: Objectives and principles of Materials Handling, Factors influencing selection of Materials Handling Equipment, Materials Handling Systems

UNIT III: Resources Requirement Planning
1. Capacity Planning: Concept of Capacity and its measurement, Economies of scale and Learning Curve
2. Production Planning and Control, Aggregate Production Planning -Chase strategy, Level production strategy, Mixed strategy
3. Materials Requirement Planning

UNIT IV: Operations Scheduling
1. Production Activity Control for Mass Manufacturing (Assembly line balancing, batch processing)
2. Job shop – n – jobs on single machine, n-jobs on two/three machines (Johnson's Rule)
3. Jobs on m-machines (Graphical method – Aker's Algorithm)

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI204	CC	Operations Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT V: Quality Management
1. Evolution of Quality Concept
2. TQM
3. Quality Gurus (Juran , Crosby, Deming)
4. Statistical Process Control , Control Charts and their Applications
5. Acceptance Sampling
6. Operating Characteristics Curve and its applications,
7. Quality Circles, Six Sigma, ISO 9000 and ISO14000

SUGGESTED READINGS

1. Chary S.N (2012). *Production and Operations Management*. McGraw Hills Education (I) Pvt. Ltd.,5th edition
2. Anil Kumar S. and Suresh N. (2009). *Operations Management.* New Age International Publishers
3. Buffa, Elwood S. and Sarin, Rakesh K. (2006*). Modern Productions. Operations Management*. John Wiley & Sons, 8th edition
4. Mahadevan B. (2015). *Operation Management: Theory and Practice.* Pearson Education, New Delhi, Latest Edition.
5. Monks Joseph G. (1987). *Operations Management.* McGraw Hill Publication, New York, Latest Edition.
6. Paneerselvam R. (2012). *Production and Operations Management.* Prentice Hall India Learning, Latest Edition.
7. Leach R., Lee J. Krajewski Lee J. and Ritzman Larry P. (2007). *Operation Management.* Pearson Education; latest edition, New Delhi, Latest Edition.

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MBAI206 MANAGING HUMAN RESOURCES

COURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
			THEORY			**PRACTICAL**					
MBAI206	CC	Managing Human Resources	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVE
The objective of the course is to guide students about various elements of Human Resource Management and make them understand the importance of employee engagement and career management.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES
1. To explain the planning and process of HRM
2. To understand the process Performance Management
3. To enlighten them with the importance of Employee Engagement and Career Development

COURSE CONTENT

UNIT I: Introduction to Human Resource Management
1   Introduction, Meaning and Significance of HRM
2   Evolution of HRM in India, ASTD Model
3   Line and Staff Aspects of HRM
4   Recent Trends Shaping HRM
5   Strategic HRM

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			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI206	CC	Managing Human Resources	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Job Analysis, Acquisition and Talent Management Process
1. Human Resource Planning
2. Job Analysis and Job Design
3. Recruitment and its sources, Selection Process
4. Employee Testing and Selection
5. Talent Management : Concept and Process

UNIT III: Training and Development of Human Resource
1. Training: Concept, Methods
2. Process: Need Assessment, Designing training programme, Implementing Training programme, Evaluating training programme
3. Training & Development and Competitive Advantage

UNIT IV: Strategic Pay Plans and Performance Management
1. Factors Affecting Compensation
2. Job Evaluation: Definition, Methods
3. Performance appraisal : Need, Techniques and Errors
4. Personnel Research : Concept, Need, Types, Approaches

UNIT V: Managing Employee Engagement, Careers and Labour Laws
1. Employee Engagement: Concept, Factors Affecting Employee Engagement
2. Employee Life Cycle of Career Management: Making Promotion Decisions, Managing Transfers, Managing Retirements
3. Managing Dismissals
4. Industrial Relation: Definition, Scope, Determinants of Industrial Relations: Socio-Economic, Technical and Political in changing Environment.
5. Labour Laws: The Payment of Wages Act, 1936, The Minimum Wages Act, 1948,The Provident Fund Act, 1952, The Payment of Bonus Act, 1965,The Equal Remuneration Act, 1976

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI206	CC	Managing Human Resources	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

SUGGESTED READINGS
1. Dessler Gary (2016). *Human Resource Management*. Pearsons Education Delhi, Latest Edition.
2. Aswathappa K (2017). *Human Resource Management.* McGraw Hill Publishing Company, Singapore, Latest Edition.
3. Armstrong Michael (2008). *Handbook of Human Resource Management*. Practice. Kogan Page, London, Latest Edition.
4. Storey John (2004). *Managing Human Resources: Preparing for the 21st Century.* Beacon Booms, New Delhi, Latest Edition.
5. Rao, P. S. (2000). Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games. Mumbai, Himalaya Publishing House
6. http://assignmentpapers.blogspot.in/2011/08/personnel-research.html   (Retrieved on April 1, 2018)

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MBAI401C STRATEGIC MANAGEMENT

| COURSE CODE | CATEGORY | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | L | T | P | CREDITS |
| | | | THEORY | | | PRACTICAL | | | | | |
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI401C	CC	Strategic Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES
The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

EXAMINATION SCHEME
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

COURSE OUTCOMES
1. Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

Chairperson	**Chairperson**	**Controller of Examination**	**Registrar**
Board of Studies	Faculty of Studies	Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth
Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-Business Analytics (In Association with IBM)
II SEMESTER (2025-2027)

COURSE CODE	CATEGORY	COURSE NAME	THEORY END SEM University Exam	Two Term Exam	Teachers Assessment*	PRACTICAL END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI401C	CC	Strategic Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction
1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision–Making Processes – Rational–Analytical
5. Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management
6. Strategists at Corporate Level and at SBU Level
7. Interpersonal, Informational and Decision Roles of a Manager

UNIT II: Mission, Business Definition and Objectives
1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, General, Industry and International Environmental Factors
4. Analysis of Environment, Diagnosis of Environment – factors influencing it
5. Environmental Threat and Opportunity Profile (ETOP)
6. Internal Strengths and Weaknesses
7. Factors affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)

UNIT III: Strategy Alternatives, Grand Strategies and their sub strategies
1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives
5. Active and Passive Alternatives
6. International Strategy Variations

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
MBA-Business Analytics (In Association with IBM)
II SEMESTER (2025-2027)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI401C	CC	Strategic Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
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UNIT IV: Strategic Choice and Analysis
1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

UNIT V: Strategy Implementation, Concept, Barriers, Implementation Process
1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

SUGGESTED READINGS

1. Kazmi, Ajhar (2009*). Strategic Management and Business Policy*. New Delhi: Tata McGraw Hill.
2. Lomash, Sukul & Mishra P.K. (2003).*Business Policy & Strategic Management*. New Delhi: Vikas Publication.
3. Trehan, Alpana (2010).*Strategic Management*. Dreamtech: Wiley.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Delhi: Vikas Publication.
5. Parthasarthy, Raghavan (2008). *Fundamentals of Strategic Management*. India: Wiley.
6. Pankaj, Ghemawat (2006).*Strategy and the Business Landscape*. Pearson.
7. Haberberg, Adrian & Rieple Alison (2010).*Strategic Management*. New York: Oxford Press.
8. Tushman (2010.) *Managing Strategic Innovation& Change*. New York : Oxford Press