

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI.



**Scheme of Teaching, Examinations and Syllabus for
Affiliated Institutions of VTU-Belagavi
MASTER OF BUSINESS ADMINISTRATION (MBA)
(Effective from Academic year 2022 - 23)**

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2022-23

MASTER OF BUSINESS ADMINISTRATION (MBA)

Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

I SEMESTER

| Sl. No. | Course | Course Code | Course Title | Teaching Hours per Week | | Examination | | | | Credits |
|--------------|--------|-------------|---|-------------------------|---------------------|-------------------|------------|------------|-------------|-----------|
| | | | | Theory | Practical component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC | 22MBA11 | Principles of Management and Organizational Behaviour | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 2 | PCC | 22MBA12 | Entrepreneurship Development | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 3 | PCC | 22MBA13 | Accounting for Managers | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 4 | PCC | 22MBA14 | Statistics for Managers | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 5 | PCC | 22MBA15 | Marketing Management | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 6 | PCC | 22MBA16 | Business Communication | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| TOTAL | | | | 24 | 00 | 18 | 300 | 300 | 600 | 24 |

Note:

PCC: Professional Core Course, Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Each course carries Four credits and is designed for 50 hours of Teaching-Learning process. The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

Societal project shall be Mandatory course, the students should identify and study problems faced by the society. The students must submit a report to the respective guides. This shall be an audit course on the lines of ability enhancement courses and shall be undertaken after the first semester and before commencement of the second semester.

Note:

- Each Course has a theory component of 04 hrs (04credits). Practical and real life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching-learning process.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage business cases/Case Centre.
- One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
- The Students and course instructor/s should involve either individually or in groups to interact together to enhance the learning and application skills.
- Practical component**
Students should interact with industry after regular contact hours (small, medium and large) to understand their problems and study in the form of research/testing/projects and for creative and innovative methods for guidance and to solve the identified problem.
- The students shall**
 - Gain confidence in modeling of management systems.
 - Work on different software/s (tools) to Simulate, analyze and authenticate the output to interpret and conclude.
 - Involve in case studies and field visits/ field work.
 - Accustom with the use of standards/codes etc., to narrow the gap between academia and industry.

All activities should lead to enhancement of students' abilities/skills for employment and/or self-employment opportunity, management skills, statistical analysis, fiscal expertise, etc.
- Societal Project (one week) is mandatory for all the students and this has to be carried out after the first semester during vacation and the report should be submitted by the students and should be assessed internally during the second semester and it is a non credit but mandatory course (Audit Course).

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations – 2022 – 23

MASTER OF BUSINESS ADMINISTRATION (MBA)

Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

II SEMESTER

| Sl. No | Course | Course Code | Course Title | Teaching Hours per Week | | Examination | | | | Credits |
|--------------|--------|-------------|------------------------------|----------------------------------|---------------------|-------------------|------------|------------|-------------|-----------|
| | | | | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC | 22MBA21 | Human Resources Management | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 2 | PCC | 22MBA22 | Financial Management | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 3 | PCC | 22MBA23 | Research Methodology and IPR | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 4 | PCC | 22MBA24 | Operations Research | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 5 | PCC | 22MBA25 | Strategic Management | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 6 | PCC | 22MBA26 | Managerial Economics | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 7 | SEC | 22MBA27 | Societal Project | Audit Course without any Credits | | | | | | |
| TOTAL | | | | 24 | 00 | 18 | 300 | 300 | 600 | 24 |

Note:

PCC: Professional Core Course, SEC: Skill Enhancement Course

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Four credit courses are designed for 50 hours Teaching – Learning process. The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

Note:

- Each Course has a theory component of 04 hrs (04credits). Practical and real life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching-learning process
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage business cases /Case Centre.
- One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
- Practical component: Students should interact with industry after regular contact hours or during holidays and vacations (small, medium and large) to understand their problems and study in the form of research/ testing / projects and for creative and innovative methods for guidance and to solve the identified problem.
- Internship (four weeks) to be carried out by the students after second semester during vacation and the report should be submitted by the students and is to be assessed internally during the third semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2022 - 23
MASTER OF BUSINESS ADMINISTRATION (MBA)
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

III SEMESTER (Core Specialization)

| Sl . No. | Course | Course Code | | | | Teaching Hours Per Week | | Examination | | | | Credits |
|--------------|--------|-------------|-------------|-----------------|--------------------|-------------------------|---------------------|-------------------|------------|------------|-------------|-----------|
| | | Marketing | Finance | Human Resources | Business Analytics | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC* | 22MBA301* | 22MBA301* | 22MBA301* | 22MBA301* | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 2 | PCC* | 22MBA302* | 22MBA302* | 22MBA302* | 22MBA302* | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 3 | PEC | 22MBAMM303 | 22MBAFM303 | 22MBAHR303 | 22MBABA303 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 4 | PEC | 22MBAMM304 | 22MBAFM304 | 22MBAHR304 | 22MBABA304 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 5 | PEC | 22MBAMM305 | 22MBAFM305 | 22MBAHR305 | 22MBABA305 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 6 | PEC | 22MBAMM306 | 22MBAFM306 | 22MBAHR306 | 22MBABA306 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 7 | PCC* | 22MBAIN307* | 22MBAIN307* | 22MBAIN307* | 22MBAIN307* | - | 08 | - | 50 | 50 | 100 | 04 |
| Total | | | | | | 24 | 08 | 18 | 350 | 350 | 700 | 28 |

Note:

PCC*: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.

Four credit courses are designed for 50 hours Teaching – Learning process. The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

Note:

- Each Course has a theory component of 04 hrs (04credits). Practical and real life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching – learning process
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.
- Project Work-22MBAPR407 (six weeks) to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

1. Each Course has a theory component of 04 hrs (04credits). Practical and real life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching –learning process
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
3. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.
5. Project work-22MBAPR407 (six weeks) to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations – 2022 - 23

MASTER OF BUSINESS ADMINISTRATION (MBA)

Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

III SEMESTER (Dual Specialization)

| Sl. No. | Course | Course Code | | | Teaching Hours Per Week | | Examination | | | | Credits |
|---------|--------|--------------------------------|------------------------------|-------------------------------------|-------------------------|---------------------|-------------------|-----------|-----------|-------------|---------|
| | | Marketing & Business Analytics | Finance & Business Analytics | Human Resource & Business Analytics | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC* | 22MBA301* | 22MBA301* | 22MBA301* | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 2 | PCC* | 22MBA302* | 22MBA302* | 22MBA302* | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 3 | PEC | 22MBAMM303 | 22MBAFM303 | 22MBAHR303 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 4 | PEC | 22MBAMM304 | 22MBAFM304 | 22MBAHR304 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 5 | PEC | 22MBABA303 | 22MBABA303 | 22MBABA303 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 6 | PEC | 22MBABA304 | 22MBABA304 | 22MBABA304 | 04 | 00 | 03 | 50 | 50 | 100 | 04 |
| 7 | PCC* | 22MBAIN307* | 22MBAIN307* | 22MBAIN307* | - | 08 | - | 50 | 50 | 100 | 04 |
| Total | | | | | 24 | 08 | 18 | 350 | 350 | 700 | 28 |

Note:

PCC*: Professional Core Course. PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.

The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

Note:

1. Each Course has a theory component of 04 hrs (04credits). Practical and real life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching –learning process
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
3. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.
5. Project work-22MBAPR407 (six weeks) to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2022-23
MASTER OF BUSINESS ADMINISTRATION (MBA)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

III SEMESTER

Core Courses

| Subject Code | Title of the Subject |
|--------------|-------------------------------------|
| 22MBA301 | Logistics & Supply Chain Management |
| 22MBA302 | Information Technology for Managers |

Specialisation Courses

| Marketing Professional Elective Courses | | Finance Professional Elective Courses | | Human Resource Professional Elective Courses | | Business Analytics Professional Elective Courses | |
|---|---------------------------|---------------------------------------|--|--|-------------------------------------|--|--|
| Subject Code | Title of the Subject | Subject Code | Title of the Subject | Subject Code | Title of the Subject | Subject Code | Title of the Subject |
| 22MBAM M303 | Consumer Behaviour | 22MBAFM 303 | Strategic Cost Management | 22MBAHR 303 | Recruitment & Selection | 22MBABA303 | Introduction to Python data and Control systems. |
| 22MBAM M304 | Sales & Retail Management | 22MBAFM 304 | Security Analysis & Portfolio Management | 22MBAHR 304 | Industrial Relations & Legislations | 22MBABA304 | Exploratory data analysis for business |
| 22MBAM M305 | Services Marketing | 22MBAFM 305 | Advanced Financial Management | 22MBAHR 305 | Organizational Change & Development | 22MBABA305 | Business Analytics and Intelligence |
| 22MBAM M306 | Rural Marketing | 22MBAFM 306 | Banking & Services Operations | 22MBAHR 306 | Compensation & Reward Management | 22MBABA306 | Big Data & Media Analytics |
| 22MBAIN 307 | Internship | 22MBAIN3 07 | Internship | 22MBAIN3 07 | Internship | 22MBAIN307 | Internship |

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Scheme of Teaching and Examinations – 2022 - 23
MASTER OF BUSINESS ADMINISTRATION
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

IV SEMESTER (Core Courses)

| Sl. No | Course | Subject Code | | | | Teaching Hours per Week | | Examination | | | | Credits |
|--------------|--------|--------------|-------------|----------------|--------------------|-------------------------|---------------------|-------------------|------------|------------|-------------|-----------|
| | | Marketing | Finance | Human Resource | Business Analytics | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC* | 22MBA401* | 22MBA401* | 22MBA401* | 22MBA401* | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 2 | PCC* | 22MBA402* | 22MBA402* | 22MBA402* | 22MBA402* | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 3 | PEC | 22MBAMM403 | 22MBAFM403 | 22MBAHR403 | 22MBABA403 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 4 | PEC | 22MBAMM404 | 22MBAFM404 | 22MBAHR404 | 22MBABA404 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 5 | PEC | 22MBAMM405 | 22MBAFM405 | 22MBAHR405 | 22MBABA405 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 6 | PEC | 22MBAMM406 | 22MBAFM406 | 22MBAHR406 | 22MBABA406 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 7 | PCC* | 22MBAPR407* | 22MBAPR407* | 22MBAPR407* | 22MBAPR407* | - | 12 | - | 50 | 50 | 100 | 6 |
| Total | | | | | | 12 | 24 | 18 | 350 | 350 | 700 | 24 |

Note:

PCC*: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload (Practical component hours must be conducted as regular teaching hours in the respective class rooms only. Three credit courses are designed for 40 hours Teaching – Learning process.

The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

Note:

1. Each Course has a theory component of 2 hrs and Practical Component of 2 hrs (3credits). The Time-Table allotment for each course should be 4 hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
3. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.

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Scheme of Teaching and Examinations – 2022 - 23
MASTER OF BUSINESS ADMINISTRATION
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

IV SEMESTER (Dual Specialization)

| Sl. No | Course | Subject Code | | | Teaching Hours /Week | | Examination | | | | Credits |
|--------------|--------|---------------------|--------------------------|----------------------------|----------------------|---------------------|-------------------|------------|------------|-------------|-----------|
| | | Marketing & Finance | Finance & Human Resource | Human Resource & Marketing | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC* | 22MBA401* | 22MBA401* | 22MBA401* | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 2 | PCC* | 22MBA402* | 22MBA402* | 22MBA402* | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 3 | PEC | 22MBAMM403 | 22MBAFM403 | 22MBAHR403 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 4 | PEC | 22MBAMM404 | 22MBAFM404 | 22MBAHR404 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 5 | PEC | 22MBAFM403 | 22MBAHR403 | 22MBAMM403 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 6 | PEC | 22MBAFM404 | 22MBAHR404 | 22MBAMM404 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 7 | PCC* | 22MBAPR407* | 22MBAPR407* | 22MBAPR407* | - | 12 | - | 50 | 50 | 100 | 6 |
| TOTAL | | | | | 12 | 24 | 18 | 350 | 350 | 700 | 24 |

Note:

PCC*: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload (Practical component hours must be conducted as regular teaching hours in the respective class rooms only. Three credit courses are designed for 40 hours Teaching – Learning process.

The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

Note:

1. Each Course has a theory component of 2 hrs and Practical Component of 2 hrs (3credits). The Time-Table allotment for each course should be 4 hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
3. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.

Scheme of Teaching and Examinations – 2022 - 23
MASTER OF BUSINESS ADMINISTRATION (MBA)
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

| Sl. No. | Course | Course Code | | | Teaching Hours Per Week | | Examination | | | | Credits |
|---------|--------|--------------------------------|------------------------------|-------------------------------------|-------------------------|---------------------|-------------------|-----------|-----------|-------------|---------|
| | | Marketing & Business Analytics | Finance & Business Analytics | Human Resource & Business Analytics | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC* | 22MBA401* | 22MBA401* | 22MBA401* | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 2 | PCC* | 22MBA402* | 22MBA402* | 22MBA402* | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 3 | PEC | 22MBAMM403 | 22MBAFM403 | 22MBAHR403 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 4 | PEC | 22MBAMM404 | 22MBAFM404 | 22MBAHR404 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 5 | PEC | 22MBABA403 | 22MBABA403 | 22MBABA403 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 6 | PEC | 22MBABA404 | 22MBABA404 | 22MBABA404 | 02 | 02 | 03 | 50 | 50 | 100 | 3 |
| 7 | PCC* | 22MBAPR407* | 22MBAPR407* | 22MBAPR407* | - | 12 | - | 50 | 50 | 100 | 6 |
| Total | | | | | 12 | 24 | 18 | 350 | 350 | 700 | 24 |

PCC*: Professional Core Course, PEC: Professional Elective Course.

The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

1. Each Course has a theory component of 2 hrs and Practical Component of 2 hrs (3credits). The Time-Table allotment for each course should be 4 hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
3. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.

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Scheme of Teaching and Examinations – 2022-23

MASTER OF BUSINESS ADMINISTRATION (MBA)

Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

IV SEMESTER

Core Courses

| Subject Code | | Title of the Subject | | | | | |
|---|------------------------------------|---------------------------------------|--|---|---|--|--|
| 22MBA401 | | International Business | | | | | |
| 22MBA402 | | Innovation & Design Thinking | | | | | |
| | | Specialisation Courses | | | | | |
| Marketing Professional Elective Courses | | Finance Professional Elective Courses | | Human Resources Professional Elective Courses | | Business Analytics Professional Elective Courses | |
| Subject Code | Title of the Subject | Subject Code | Title of the Subject | Subject Code | Title of the Subject | Subject Code | Title of the Subject |
| 22MBA MM403 | Strategic Brand Management | 22MBA FM403 | Global Financial Management | 22MBAH R403 | Conflict & Negotiation Management | 22MBABA 403 | Machine Learning |
| 22MBA MM404 | Integrated Marketing Communication | 22MBA FM404 | Mergers Acquisitions & Corporate Restructuring | 22MBAH R404 | Global HRM | 22MBABA 404 | HR Analytics |
| 22MBA MM405 | Digital & Social Media Marketing | 22MBA FM405 | Risk Management & Insurance | 22MBAH R405 | Personal Growth & Interpersonal Effectiveness | 22MBABA 405 | Marketing, Web & Social Media Analysis |
| 22MBA MM406 | Business Marketing | 22MBA FM406 | Indirect taxation | 22MBAH R406 | Strategic Talent Management | 22MBABA 406 | Financial Analytics |
| 22MBA PR407* | Project Report | 22MBA PR407* | Project Report | 22MBAP R407* | Project Report | 22MBAPR 407* | Project Report |

PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

- MBA is a two-year full-time programme, aimed at nurturing and training young minds with contemporary skills of management, adept in handling diverse sectors of the economy.
- The programme intends to inculcate leadership qualities in individuals to strategically position themselves in all emerging platforms of idea generation, creation of pragmatic knowledge, skills and competency development.
- The diverse course curriculum enables a high degree of academic flexibility for fostering innovation and creativity. It instils resilience and adaptability in students for facing the challenges of the contemporary business world.

PROGRAM OUTCOMES

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data based decision making.
3. Ability to develop value-based leadership.
4. Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.

PROGRAM SPECIFIC OUTCOMES (PSOs):

The post graduate students of the department shall be able to

PSO1) Comprehend the contemporary features and characteristics of Business Management Science and its administration

PSO2) Analyse and interpret the dynamic situations for making Business Management strategies and decisions at the national and global level

PSO3) Handle responsibility with the ethical values for all actions undertaken by them.

PSO4) Adapt and focus on achieving the organisational goal and objectives with complete zeal and commitment.