

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2020 - 21
MASTER OF BUSINESS ADMINISTRATION
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

III SEMESTER(Core Courses and Specialisation Courses)

Sl. No	Course	Course Code			Teaching Hours /Week		Examination				Credits
		Marketing	Finance	Human Resource	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA301*	20MBA301*	20MBA301*	03	02	03	40	60	100	4
2	PCC	20MBA302*	20MBA302*	20MBA302*	03	02	03	40	60	100	4
3	PEC	20MBAMM303	20MBAFM303	20MBAHR303	03	02	03	40	60	100	4
4	PEC	20MBAMM304	20MBAFM304	20MBAHR304	03	02	03	40	60	100	4
5	PEC	20MBAMM305	20MBAFM305	20MBAHR305	03	02	03	40	60	100	4
6	PEC	20MBAMM306	20MBAFM306	20MBAHR306	03	02	03	40	60	100	4
7	PCC	20MBA IN 307	20MBA IN 307	20MBA IN 307	-	08	-	40	60	100	4
TOTAL					18	20	18	280	420	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.

*** Interdisciplinary Core Courses may be taught by engineering faculty/subject expert.**

Note:

- Each course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a practical record.
- 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. 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/Case Centre. The student cannot assume the same cases will be part of the question paper.
- Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester.

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III SEMESTER (Core Courses and Dual Specialisation)

Sl. No	Course	Course 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	20MBA301*	20MBA301*	20MBA301*	03	02	03	40	60	100	4
2	PCC	20MBA302*	20MBA302*	20MBA302*	03	02	03	40	60	100	4
3	PEC	20MBAMM303	20MBAFM303	20MBAHR303	03	02	03	40	60	100	4
4	PEC	20MBAMM304	20MBAFM304	20MBAHR304	03	02	03	40	60	100	4
5	PEC	20MBAFM303	20MBAHR303	20MBAMM303	03	02	03	40	60	100	4
6	PEC	20MBAFM304	20MBAHR304	20MBAMM304	03	02	03	40	60	100	4
7	PCC	20MBA IN 307	20MBA IN 307	20MBA IN 307	--	08	--	40	60	100	4
TOTAL					18	20	18	280	420	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.

*** Interdisciplinary Core Courses may be taught by engineering faculty/subject expert.**

Note:

- Each course has a theory component of 3hrs (3credits) and a practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a practical record.
- 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. 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/Case Centre. The student cannot assume the same cases be part of the question paper.
- Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester.

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Scheme of Teaching and Examinations – 2020 - 21					
MASTER OF BUSINESS ADMINISTRATION					
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)					
III SEMESTER					
Core Courses					
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBA301	Emerging Exponential Technologies	20MBA301	Emerging Exponential Technologies	20MBA301	Emerging Exponential Technologies
20MBA302	Technology & Operational Strategy	20MBA302	Technology & Operational Strategy	20MBA302	Technology & Operational Strategy
Specialisation Courses					
Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBAMM303	Services Marketing	20MBAFM 303	Investment Management	20MBAHR303	Recruitment & Selection
20MBAMM304	Marketing Research & Analytics	20MBAFM304	Direct Taxation	20MBAHR304	Human Resource Analytics
20MBAMM305	Consumer Behaviour	20MBAFM305	Banking and Financial Services	20MBAHR305	Industrial Relations and Labour Laws
20MBAMM306	Retail Management	20MBAFM306	Advanced Financial Management	20MBAHR306	Compensation & Reward System
20MBAIN307	Internship	20MBAIN307	Internship	20MBAIN307	Internship

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IV SEMESTER (Specialisation Courses)

Sl · No	Course	Specialisation Courses			Teaching Hours /Week		Examination				Credits
		Marketing	Finance	Human Resource	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PEC	20MBAMM401	20MBAFM401	20MBAHR401	03	-	03	40	60	100	3
2	PEC	20MBAMM402	20MBAFM402	20MBAHR402	03	-	03	40	60	100	3
3	PEC	20MBAMM403	20MBAFM403	20MBAHR403	03	-	03	40	60	100	3
4	PEC	20MBAMM404	20MBAFM404	20MBAHR404	03	-	03	40	60	100	3
5	PEC	20MBAMM405	20MBAFM405	20MBAHR405	03	-	03	40	60	100	3
6	PEC	20MBAMM406	20MBAFM406	20MBAHR406	03	-	03	40	60	100	3
7	PCC	20MBAPR407	20MBAPR407	20MBAPR407	-	12	-	40	60	100	6
TOTAL					18	12	18	280	420	700	24

Note:

PEC: Professional Elective Course.

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

Three credit courses are designed for 40 hours Teaching – Learning process.

Note:

1. Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

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MASTER OF BUSINESS ADMINISTRATION
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IV SEMESTER(Dual Specialisation)

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	PEC	20MBAMM401	20MBAFM401	20MBAHR401	03	-	03	40	60	100	3
2	PEC	20MBAMM402	20MBAFM402	20MBAHR402	03	-	03	40	60	100	3
3	PEC	20MBAMM403	20MBAFM403	20MBAHR403	03	-	03	40	60	100	3
4	PEC	20MBAFM401	20MBAHR401	20MBAMM401	03	-	03	40	60	100	3
5	PEC	20MBAFM402	20MBAHR402	20MBAMM402	03	-	03	40	60	100	3
6	PEC	20MBAFM403	20MBAHR403	20MBAMM403	03	-	03	40	60	100	3
7	PCC	20MBAPR407	20MBAPR407	20MBAPR407	-	12	-	40	60	100	6
TOTAL					18	12	18	280	420	700	24

Note:

PEC: Professional Elective Course.

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

Three credit courses are designed for 40 hours Teaching – Learning process.

Note:

1. Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

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Scheme of Teaching and Examinations – 2020 - 21
MASTER OF BUSINESS ADMINISTRATION
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

IV SEMESTER (Specialisation Courses)

Marketing Specialization		Financial Specialization		Human Resource Specialization	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBAMM401	B2B Marketing Management	20MBAFM401	Risk Management and Insurance	20MBAHR401	Organizational Leadership
20MBAMM402	Logistics and Supply Chain Management	20MBAFM402	Financial Derivatives	20MBAHR402	Personal Growth & Interpersonal Effectiveness
20MBAMM403	Digital Marketing Management	20MBAFM403	Indirect Taxation	20MBAHR403	International Human Resource Management
20MBAMM404	Strategic Brand Management	20MBAFM404	Mergers, Acquisitions & Corporate Restructuring	20MBAHR404	Organization Change and Development
20MBAMM405	Agri Business Marketing	20MBAFM405	Corporate Valuation	20MBAHR405	Human Recourse Audit
20MBAMM406	International Marketing Management	20MBAFM406	International Financial Management	20MBAHR406	Management Consulting for Business Excellence
20MBAPR407	Project Report	20MBAPR407	Project Report	20MBAPR407	Project Report

Programme Outcomes (POs)

1. Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance
2. Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.
3. Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness
4. Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment
5. Students are equipped with self sustaining entrepreneurship qualities that encourages calculated risk taking.



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:

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. 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.
4. 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.
5. The Students and course instructor/s should involve either individually or in groups to interact together to enhance the learning and application skills.
6. **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.
7. **The students shall**
 - (a) Gain confidence in modeling of management systems.
 - (b) Work on different software/s (tools) to Simulate, analyze and authenticate the output to interpret and conclude.
 - (c) Involve in case studies and field visits/ field work.
 - (d) 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.
8. 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.