

**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
<b>TOTAL</b>				<b>24</b>	<b>00</b>	<b>18</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>24</b>

**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).

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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)**

**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							
<b>TOTAL</b>				<b>24</b>	<b>00</b>	<b>18</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>24</b>	

**Note:**

**PCC: Professional Core Course, SEC: Skill Enhancement Course**

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**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
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- 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.

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**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
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**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
<b>Total</b>						<b>24</b>	<b>08</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>28</b>

**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:**

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- 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.

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**Scheme of Teaching and Examinations – 2022 - 23**

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**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 & Finance	Finance & Human Resource	Human Resource & Marketing	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	22MBAFM303	22MBAHR303	22MBAMM303	04	00	03	50	50	100	04
6	PEC	22MBAFM304	22MBAHR304	22MBAMM304	04	00	03	50	50	100	04
7	PCC*	22MBAIN307*	22MBAIN307*	22MBAIN307*	-	08	-	50	50	100	04
<b>Total</b>					<b>24</b>	<b>08</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>28</b>

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**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
<b>Total</b>					<b>24</b>	<b>08</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>28</b>

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**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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**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
<b>Total</b>						<b>12</b>	<b>24</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>24</b>

**Note:**

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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.
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**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
<b>TOTAL</b>					<b>12</b>	<b>24</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>24</b>

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**IV 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*	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
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**IV SEMESTER**

**Core Courses**

<b>Subject Code</b>	<b>Title of the Subject</b>
<b>22MBA401</b>	<b>International Business</b>
<b>22MBA402</b>	<b>Innovation &amp; Design Thinking</b>

**Specialisation Courses**

<b>Marketing Professional Elective Courses</b>		<b>Finance Professional Elective Courses</b>		<b>Human Resources Professional Elective Courses</b>		<b>Business Analytics Professional Elective Courses</b>	
<b>Subject Code</b>	<b>Title of the Subject</b>	<b>Subject Code</b>	<b>Title of the Subject</b>	<b>Subject Code</b>	<b>Title of the Subject</b>	<b>Subject Code</b>	<b>Title of the Subject</b>
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.