

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI.



Scheme of Teaching, Examinations and Syllabus
MASTER OF BUSINESS ADMINISTRATION (MBA)
(Effective from Academic year 2024 - 25)

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2024- 25

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 /Week		Examination			Credits	
				Theory	Practical component	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PCC	MBA101	Management and Organizational Behaviour	04	00	03	50	50	100	04
2	PCC	MBA102	Financial Accounting & Reporting	04	00	03	50	50	100	04
3	PCC	MBA103	Economics for Decision Making	04	00	03	50	50	100	04
4	PCC	MBA104	Business Statistics	04	00	03	50	50	100	04
5	PCC	MBA105	Marketing Management	04	00	03	50	50	100	04
6	PCC	MBA106	Managerial 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. Four credit courses are designed for 50 hours Teaching – Learning process.

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 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 (04 credits). 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 should be assessed internally during the second semester and it is a non credit but mandatory course.

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MASTER OF BUSINESS ADMINISTRATION (MBA)
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II SEMESTER

Sl. No	Course	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	MBA201	Human Resources Management	04	00	03	50	50	100	04
2	PCC	MBA202	Financial Management	04	00	03	50	50	100	04
3	PCC	MBA203	Research Methodology and IPR	04	00	03	50	50	100	04
4	PCC	MBA204	Operations Research	04	00	03	50	50	100	04
5	PCC	MBA205	Corporate Strategy	04	00	03	50	50	100	04
6	PCC	MBA206	Entrepreneurship Development	04	00	03	50	50	100	04
7	SEC	MBA287	Societal Project	-	-	-	-	-	-	-
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.

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. 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.

6. Internship-MBAIN387* (four weeks) to be carried out by 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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III SEMESTER (Core Courses and Dual Specialization Courses)

Sl. No.	Course	Subject 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*	MBA301*	MBA301*	MBA301*	MBA301*	04	00	03	50	50	100	04
2	PCC*	MBA302*	MBA302*	MBA302*	MBA302*	04	00	03	50	50	100	04
3	PEC	MBAMM313	MBAFM313	MBAHR313	MBABA313	04	00	03	50	50	100	04
4	PEC	MBAMM314	MBAFM314	MBAHR314	MBABA314	04	00	03	50	50	100	04
5	PEC	MBAMM315	MBAFM315	MBAHR315	MBABA315	04	00	03	50	50	100	04
6	PEC	MBAMM316	MBAFM316	MBAHR316	MBABA316	04	00	03	50	50	100	04
7	PCC*	MBAIN387*	MBAIN387*	MBAIN387*	MBAIN387*	-	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.

Note:

- Each Course has a theory component of 04 hrs (04 credits). 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.
- In case of Core specialization, the students will be studying 2 core subjects and 4 specialization subjects in any one stream. Whereas in case of Dual specialization, the students will be studying 2 core subjects and First 2 subjects in any two specializations. For Example 2 core, 2 marketing and 2 HR specialization subjects, etc.,
- 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-MBAPR487 (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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MASTER OF BUSINESS ADMINISTRATION (MBA)
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III SEMESTER
Core 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
MBA 301	Logistics & Supply Chain Management	MBA 301	Logistics & Supply Chain Management	MBA 301	Logistics & Supply Chain Management	MBA 301	Logistics & Supply Chain Management
MBA 302	International Business	MBA 302	International Business	MBA 302	International Business	MBA 302	International Business

Specialisation Courses

Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses		Business Analytics Professional Elective Courses	
MBA MM313	Consumer Behaviour	MBA FM313	Strategic Cost Management	MBA HR313	Recruitment & Selection	MBA BA313	Introduction to Python data and Control systems
MBA MM314	Sales & Retail Management	MBA FM314	Investment Analysis & Portfolio Management	MBA HR314	Industrial Relations & Legislations	MBA BA314	Data Visualization
MBA MM315	Services Marketing	MBA FM315	Advanced Financial Management	MBA HR315	Organizational Change & Development	MBA BA315	Business Analytics and Intelligence
MBA MM316	Rural Marketing	MBA FM316	Banking & Financial Services	MBA HR316	Compensation & Reward Management	MBA BA316	Big Data Analytics
MBA IN387	Internship	MBA IN387	Internship	MBA IN387	Internship	MBA IN387	Internship

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MASTER OF BUSINESS ADMINISTRATION

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IV SEMESTER (Core Courses and Dual Specialization)

S l . N o	Course	Subject Code				Teaching Hours /Week		Examination				Credits
		Marketing	Finance	Human Resource	Business Analytics	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC*	MBA401*	MBA401*	MBA401*	MBA401*	02	02	03	50	50	100	3
2	PCC*	MBA402*	MBA402*	MBA402*	MBA402*	02	02	03	50	50	100	3
3	PEC	MBAMM413	MBAFM413	MBAHR413	MBABA413	02	02	03	50	50	100	3
4	PEC	MBAMM414	MBAFM414	MBAHR414	MBABA414	02	02	03	50	50	100	3
5	PEC	MBAMM415	MBAFM415	MBAHR415	MBABA415	02	02	03	50	50	100	3
6	PEC	MBAMM416	MBAFM416	MBAHR416	MBABA416	02	02	03	50	50	100	3
7	PCC*	MBAPR487*	MBAPR487*	MBAPR487*	MBAPR487*	-	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.

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. In case of Core specialization, the students will be studying 2 core subjects and 4 specialization subjects in any one stream. Whereas in case of Dual specialization, the students will be studying 2 core subjects and First 2 subjects in any two specializations. For Example 2 core, 2 marketing and 2 HR specialization subjects, etc,.
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. The format of the report shall be prescribed by the department.
5. 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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IV SEMESTER

Core 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
MBA 401	Emerging Technologies for Business	MBA 401	Emerging Technologies for Business	MBA 401	Emerging Technologies for Business	MBA 401	Emerging Technologies for Business
MBA 402	Innovation & Design Thinking	MBA 402	Innovation & Design Thinking	MBA 402	Innovation & Design Thinking	MBA 402	Innovation & Design Thinking

Specialisation Courses

Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses		Business Analytics Professional Elective Courses	
MBA MM413	Strategic Brand Management	MBA FM413	Tax Management	MBA HR413	Conflict & Negotiation Management	MBA BA413	Machine Learning
MBA MM414	Integrated Marketing Communication	MBA FM414	International Financial Management	MBA HR414	International HRM	MBA BA414	Predictive Analytics
MBA MM415	Digital & Social Media Marketing	MBA FM415	Risk Management & Insurance	MBA HR415	Personal Growth & Interpersonal Effectiveness	MBA BA415	Digital Analytics
MBA MM416	B2B Marketing	MBA FM416	Mergers, Acquisitions & Corporate Restructuring	MBA HR416	Strategic Talent Management	MBA BA416	Strategy Analytics
MBA PR487*	Project Report	MBA PR487*	Project Report	MBA PR487*	Project Report	MBA PR487*	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.