

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations – 2023 - 24

MASTER OF BUSINESS ADMINISTRATION In Digital Marketing

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 | 22MDM11 | Management Concepts & Organizational Behaviour | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 2 | PCC | 22MDM12 | Economics for Decision Making | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 3 | PCC | 22MDM13 | Financial Accounting and Analysis | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 4 | PCC | 22MDM14 | Statistics for Managers | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 5 | PCC | 22MDM15 | Marketing Management | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 6 | PCC | 22MDM16 | Business Communication and Management Information System | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 7 | PCC | 22MDML17 | Laboratory for MicrosoftOffice | 00 | 04 | 03 | 50 | 50 | 100 | 2 |
| 8 | PCC | 22MDML18 | Communication Laboratory-1 | 00 | 04 | 03 | 50 | 50 | 100 | 2 |
| Societal Project | | | | Audit Course without any Credits | | | | | | |
| TOTAL | | | | 24 | 08 | 24 | 400 | 400 | 800 | 28 |

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.

Note:

- Each course has a theory component of 4hrs (4 credits) and a practical component of 4hrs (2 credits). The timetable allotment for each course should be 4 hours for the practical component it is mandatory to maintain a record.
- 20% of marks should be allocated for application-oriented questions in the **Semester End Examination (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/Case Centre. The student cannot assume the same cases will be part of the SEE question paper.
- One industrial visit per semester is mandatory.** The department shall insist on report submission by each student and shall maintain this as documentary proof. The format of the report shall be prescribed by the department.
- Students and course instructor/s to be involved either individually or in groups to interact together to enhance the learning and application skills.
- Practical component:**
Students should interact with industry (small, medium and large) to understand their problems or foresee what can be undertaken for 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 to narrow the gap between academia and industry.

All activities should enhance student's abilities to employment and/or self-employment opportunity, management skills, statistical analysis, fiscal expertise etc.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2023 - 24
MASTER OF BUSINESS ADMINISTRATION In Digital Marketing
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

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 | 22MDM21 | Cyber Law & Security | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 2 | PCC | 22MDM22 | Optimization Techniques | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 3 | PCC | 22MDM23 | Fundamentals of Digital Marketing | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 4 | PCC | 22MDM24 | Website Planning and Structure | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 5 | PCC | 22MDM25 | Marketing Research | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 6 | PCC | 22MDM26 | Integrated Marketing Communication | 04 | 00 | 03 | 50 | 50 | 100 | 4 |
| 7 | PCC | 22MDML27 | Content Management System | 00 | 04 | 03 | 50 | 50 | 100 | 2 |
| 8 | PCC | 22MDML28 | SPSS Laboratory | 00 | 04 | 03 | 50 | 50 | 100 | 2 |
| Internship: Students must work on a Digital Marketing campaign for a real or simulated business, to be carried between the end of II Sem & Being III Sem for four weeks . | | | | - | - | - | - | - | - | - |
| TOTAL | | | | 24 | 08 | 24 | 400 | 400 | 800 | 28 |

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.

Note:

- Each course has a theory component of 4hrs (4credits) and a practical component of 4hrs (2credit). The timetable allotment for each course should be 4hrs. 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.
- 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.
- 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.
- Internship (four weeks) to be carried out by students after second semester during vacation and the report submitted by the students be assessed internally during the third semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2023 - 24
MASTER OF BUSINESS ADMINISTRATION In Digital Marketing
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

III 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 | 22MDM31 | Digital Project Management | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 2 | PCC | 22MDM32 | Social Media Marketing | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 3 | PCC | 22MDM33 | Search Engine Optimization and Marketing | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 4 | PCC | 22MDM34 | Service Marketing | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 5 | PCC | 22MDM35 | Web Digital Analytics | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 6 | PCC | 22MDML36 | Communication Laboratory - 2 | 00 | 04 | 03 | 50 | 50 | 100 | 2 |
| 7 | PCC | 22MDMIN37 | Internship: Students must work on a Digital Marketing campaign for a real or simulated business, to be carried between the end of II Sem & Being III Sem for four weeks. | - | 08 | - | 50 | 50 | 100 | 4 |
| | | | In between III semester to IV semester- 6 weeks Project Dissertation Work. | | | | | | | |
| TOTAL | | | | 15 | 12 | 18 | 350 | 350 | 700 | 21 |

Note:

PCC: Professional Core 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:

- 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 3hrs. 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.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2023 - 24
MASTER OF BUSINESS ADMINISTRATION In Digital Marketing
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

IV 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 | 22MDM41 | Content Marketing | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 2 | PCC | 22MDM42 | Affiliate Marketing and Google Ad-Works and Ad-Sense | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 3 | PCC | 22MDM43 | Mobile Marketing | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 4 | PCC | 22MDM44 | Lead Generation | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 5 | PCC | 22MDM45 | Artificial Intelligence and Neural Marketing | 03 | 00 | 03 | 50 | 50 | 100 | 3 |
| 6 | PCC | 22MDML46 | LAB: Artificial Intelligence for Digital Marketing | 00 | 03 | 03 | 50 | 50 | 100 | 2 |
| 7 | PCC | 22MDMPR47 | Project Report & Project Vivo-Voce | - | 12 | 0 | 50 | 50 | 100 | 6 |
| TOTAL | | | | 15 | 15 | 18 | 350 | 350 | 700 | 23 |

Note:

PCC: Professional Core 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:

- 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 3hrs. 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.