

PROPOSED SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations – 2026 - 27

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 & Learning scheme				Examination				Credits
				Teaching Hours		TW/SL	TH/S	Duration	CIE Marks	SEE Marks	Total Marks	
				Theory	Practical component							
1	PCC	3MDM101	Management Concepts & Organizational Behavior	56	00	64	120	03	50	50	100	4
2	PCC	3MDM102	Economics for Decision Making	56	00	64	120	03	50	50	100	4
3	PCC	3MDM103	Financial Accounting and Analysis	56	00	64	120	03	50	50	100	4
4	PCC	3MDM104	Marketing Analytics	56	00	64	120	03	50	50	100	4
5	PCC	3MDM105	Marketing Management	56	00	64	120	03	50	50	100	4
6	PCC	3MDM106	Business Communication and Management Information System	56	00	64	120	03	50	50	100	4
7	PCC	3MDML107	Laboratory for Microsoft Office	00	28	32	60	03	50	50	100	2
8	PCC	3MDML108	Communication Laboratory-1	00	28	32	60	03	50	50	100	2
Societal Project								Audit Course without any Credits				
TOTAL							420	24	400	400	800	28
<p>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 56 hours Teaching – Learning process. TW & SL- Term Work & Self Learning, TH/S- Total Hours per Semester</p>												

Note:

1. Theory component is 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.
2. 20% of marks should be allocated for application-oriented questions in the **Semester End Examination (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/Case Centre. The student cannot assume the same cases will be part of the SEE question paper.
4. **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.
5. Students and course instructor/s to be involved either individually or in groups to interact together to enhance the learning and application skills.
6. **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.
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 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.
8. **Term Work and Self-Learning:** Case study discussions; organizational diagnosis exercises; group projects on leadership, motivation, and team dynamics; role plays and simulations; assigned readings from core texts and journals; reflective journals; quizzes; case analysis on pricing, demand forecasting, and market structures; data interpretation exercises; policy analysis discussions; practical sessions on journal entries and ledger preparation; ratio analysis workshops; interpretation of annual reports; spreadsheet-based exercises; hands-on data analysis using statistical software; problem-solving tutorials; case-based interpretation of statistical results for business decisions; case discussions on product, pricing, promotion, and distribution decisions; market research projects; group presentations; brand analysis assignments; business correspondence drafting; group discussions; role plays; software demonstrations; practical sessions on information systems applications.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2026 - 27
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 & Learning scheme				Examination			credit	
				Teaching Hours		TW/SL	TH/S	Duration in hours	CIE Marks	SEE Marks		Total Marks
				Theory	Practical Component							
1	PCC	3MDM201	Cyber Law & Security	56	00	64	120	03	50	50	100	4
2	PCC	3MDM202	Data Analytics for Decision Making	56	00	64	120	03	50	50	100	4
3	PCC	3MDM203	Fundamentals of Digital Marketing	56	00	64	120	03	50	50	100	4
4	PCC	3MDM204	Website Planning and Structure	56	00	64	120	03	50	50	100	4
5	PCC	3MDM205	Marketing Research	56	00	64	120	03	50	50	100	4
6	PCC	3MDM206	Integrated Marketing Communication	56	00	64	120	03	50	50	100	4
7	PCC	3MDML207	Content Management System	00	28	32	60	03	50	50	100	2
8	PCC	3MDML208	SPSS Laboratory	00	28	32	60	03	50	50	100	2
TOTAL							840		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 56 hours Teaching – Learning process.
TW & SL- Term Work & Self Learning, TH/S- Total Hours per Semester

Note:

- Theory component is of 4hrs (4credits) and a practical component of 4hrs (2credit). The time- table 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.
- Term Work and Self-Learning: Analyse digital presence of branding (Zomato, Amul, Nike), Campaign performance Analysis, Seminars , Guest Lectures, Simulation Games Marketing & Branding Skills, SEO & Website Marketing Activities, Branding and Content Creation, E- Mail & Automation , CRM Strategy discussion , Project on Influencer marketing strategy, project on E- Commerce Store setup , Short Ad Film creation, Product photo shoot & editing practice.
- Internship:** Students must work on a Digital Marketing campaign for a real or simulated business, to be carried between the end of II Sem & Beginning III Sem for **four weeks**.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2026 - 27
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 & Learning scheme				Examination				Credits
				Teaching Hours		TW/SL	TH/S	Duration In	CIE Marks	SEE Marks	Total Marks	
				Theory	Practical Component							
1	PCC	3MDM301	Digital Project Management	42	00	48	90	03	50	50	100	3
2	PCC	3MDM302	Social Media Marketing	42	00	48	90	03	50	50	100	3
3	PCC	3MDM303	Search Engine Optimization and Marketing	42	00	48	90	03	50	50	100	3
4	PCC	3MDM304	Services Marketing	42	00	48	90	03	50	50	100	3
5	PCC	3MDM305	Text & Digital Analytics	42	00	48	90	03	50	50	100	3
6	PCC	3MDM306	Web Design Analytics Lab - 2	00	28	32	60	03	50	50	100	2
7	PCC	3MDML307	Internship				120		50	50	100	4
TOTAL									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 42 hours Teaching – Learning process. TW & SL- Term Work & Self Learning, TH/S- Total Hours per Semester

Note:

1. 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.
2. 20% of marks should be allocated for application-oriented questions in the **Semester End Examination (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/Case Centre. The student cannot assume the same cases will be part of the SEE question paper.
4. **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.
5. Students and course instructor/s to be involved either individually or in groups to interact together to enhance the learning and application skills.
6. **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.
7. **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.
8. **Term Work and Self-Learning** Interactive lectures on project lifecycles and agile methodologies; case study discussions on digital transformation initiatives; hands-on workshops using project management tools (e.g., scheduling and collaboration platforms); preparation of project charters and work breakdown structures; analysis of campaigns across major social networks; development of social media calendars; content creation exercises; paid advertising simulations; practical sessions on campaign setup and optimization; competitor analysis; website audit exercises; performance tracking using analytics tools; case analysis of service organizations; service blueprinting workshops; customer satisfaction measurement exercises; role plays; group projects; presentations; assignments; quizzes; hands-on training with analytics platforms; dashboard creation exercises; data interpretation and reporting tasks.
9. Students must work In between III semester to IV semester-**6 weeks Project** Dissertation Work.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2026 - 27
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 & Learning scheme				Examination				Credits
				Teaching Hours				Duration in hours	CIE Marks	SEE Marks	Total Marks	
				Theory	Practical Component	TW/SL	TH/S					
1	PCC	3MDM401	Content Marketing	42	00	48	90	03	50	50	100	3
2	PCC	3MDM402	Mobile Marketing, Affiliate Marketing and Google Ad-Works and Ad-Sense	42	00	48	90	03	50	50	100	3
3	PCC	3MDM403	Performance Marketing	42	00	48	90	03	50	50	100	3
4	PCC	3MDM404	Lead Generation	42	00	48	90	03	50	50	100	3
5	PCC	3MDM405	Artificial Intelligence and Neural Marketing	42	00	48	90	03	50	50	100	3
6	PCC	3MDML406	LAB: Artificial Intelligence for Digital Marketing	00	28	32	60	03	50	50	100	2
7	PCC	3MDMPR407	Project Report & Project Vivo-Voce	-			180	0	50	50	100	6
TOTAL							690		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 42 hours Teaching – Learning process.

- Note:**
1. Theory component is of 3hrs (3credits) and a practical component is 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.
 2. 20% of marks should be allocated for application-oriented questions in the SEE Question Paper, based on practical component.
 3. Term Work and Self-Learning: Projects, Seminars and Guest Lectures, simulation games (business strategy), networking events, case study competitions, industry-specific club activities, , CRM Strategy discussion , Project on Influencer marketing strategy, project on E- Commerce Store setup , Short Ad Film creation, Product photo shoot & editing practice