



ವಿಶ್ವವಿದ್ಯಾಲಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

("ವಿ ಟಿ ಯು ಅಧಿನಿಯಮ 1994"ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ)

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

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REGISTRAR

REF: VTU/BGM/BOS/PG Scheme 2022/2024-25/ 822

Date:

22 MAY 2024

CIRCULAR

Sir,

Subject: MBA(Digital Marketing) and regulations regarding...

Reference: Chairperson Board of Studies in MBA approval dated:22.05.2024

The Hon'ble Vice-Chancellor's approval Dated: 22.05.2024

This refers to the subject cited above: The MBA (Digital Marketing) program has been launched at the PG Department, Regional Office, Mysuru, from the academic year 2023-24. The scheme and syllabus have been approved by the Chairperson Board of Studies in Business Studies, VTU Belagavi, and are made available for stakeholders at <https://vtu.ac.in/pdf/cbcs/pg/2022/mbadmsch.pdf> and.....2022/mbadmsyll.pdf.

The MBA program's regulations are also applicable for the MBA (Digital Marketing) program; however, this MBA (Digital Marketing) program has practical components in its curriculum similar to M.Tech. programs at universities. The passing standards for the practical course and theory component are the same and are mentioned here for the stakeholder's benefit:

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/course if the student secures not less than 50% (50 marks out of 100) in the total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

All the principals of engineering colleges under the ambit of the university are hereby informed to bring the content of the circular to the notice of all concerned.

Sd/-

REGISTRAR

To,

1. The Principals of Affiliated, Constituent Engineering Colleges under the ambit of the university
2. The Chairperson/Program Coordinator of the PG Department at Kalaburgi, Belagavi, Mysuru, and Bengaluru

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Copy to.

1. To the Hon'ble Vice-Chancellor through the secretary to VC, VTU Belagavi for information.
2. The Registrar (Evaluation) VTU Belagavi for information and needful
3. The Director, ITI SMU, VTU Belagavi for information and arrange for uploading the circular on the VTU web portal
4. The Chairperson Board of Studies MBA VTU Belagavi for information
5. Office Copy


22/05/24
REGISTRAR


