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REF: VTU/BGM/BoS/Feedback/872/2025-26/ 4635

DATE: - 8 DEC 2025

CIRCULAR

Subject: Request for Feedback on the Scheme of Teaching and Examination – MBA and BBA Programmes

Reference: BoS in MBA, BBA programmes VTU Belagavi submitted draft scheme dated 26.11.2025

In accordance with the ongoing revision and restructuring of curricula under the University's academic quality enhancement initiatives, a draft *Scheme of Teaching and Examination* for the MBA and BBA programmes has been prepared.

Preamble

The Scheme of Teaching and Examination aims to provide a structured framework that ensures academic rigor, curricular relevance, and alignment with current industry requirements. The revised scheme emphasises:

- Outcome-based education (OBE) principles,
- Balanced course and credits distribution across semesters,
- Integration of contemporary managerial skills, analytical tools, and professional competencies,
- Continuous Internal Evaluation (CIE) and Semester End Examination (SEE) components aligned with national accreditation standards, and
- Enhanced flexibility to incorporate electives, practical learning, and experiential modules.

To ensure that the final scheme reflects the collective academic expertise of our faculty and meets the evolving needs of management education, constructive feedback from stakeholders is essential.

Request for Feedback

All faculty members of **MBA and BBA programmes** of institutions under the ambit of the university are requested to review the proposed *Scheme of Teaching and Examination* and submit their suggestions, comments, or recommendations.

Feedback may include, but is not limited to:

- Course structure and sequencing
- Credit distribution
- Relevance of proposed courses/electives
- Suggestions for new courses titles
- Alignment with industry expectations and accreditation requirements

Faculty are requested to submit their feedback to sbhvtuso2022@gmail.com on or before 15.12.2025 to facilitate the timely finalization of the scheme.

Your valuable inputs will greatly contribute to strengthening the academic framework of management programmes under VTU.

Paul/8/12/25
REGISTRAR
TL

To,

1. The Principals of all Engineering Colleges under the ambit of the university where MBA and BBA programmes being offered.
2. The Chairpersons/Programme Coordinators of university departments at Kalburgi, Belagavi, Mysuru, Talakal and Mudenhalli(Bengaluru)

Copy to,

1. The Hon'ble Vice-Chancellor, through the Secretary to the VC, for information
2. The Registrar (Eval) VTU Belagavi for information
3. The Chairperson, BoS in Business Administration, VTU Belagavi, for information
4. The Director ITI SMU, VTU Belagavi, for information and request to make arrangements to upload the draft scheme on the VTU web portal for feedback
5. Office file

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI.



Scheme of Teaching, Examinations and Syllabus
MASTER OF BUSINESS ADMINISTRATION (MBA)
(Effective from Academic year 2026 - 27)

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

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	3MBA101	Management and Organizational Behaviour	04	00	03	50	50	100	04
2	PCC	3MBA102	Accounting for Managers	04	00	03	50	50	100	04
3	PCC	3MBA103	Managerial Economics	04	00	03	50	50	100	04
4	PCC	3MBA104	Quantitative Methods	04	00	03	50	50	100	04
5	PCC	3MBA105	Marketing Management	04	00	03	50	50	100	04
6	PCC	3MBA106	Managerial Communication	03	00	03	50	50	100	03
7	AEC	3MBA107	Employability Skills	-	02	03	50	-	50	01
8	SEC	3MBA108	Application of Business Tools - I	-	02	-	-	-	-	-
TOTAL				23	04	21	350	300	650	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. AEC: Ability Enhancement Course designed for enhancing student's ability, only CIE marks will be considered for Evaluation and SEC: Skill Enhancement Course shall be Mandatory non credit course (Audit Course).

Social Immersion Program through Seminar 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 and should give the seminar. 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:

- 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.
- 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.
- The Students and course instructor/s should involve either individually or in groups to interact together to enhance the learning and application skills.
- 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.
- 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/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.
- Social Immersion Program through Seminar (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 through seminars during the second semester and it is a credit based mandatory course.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

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 /Week		Examination				Credits
				Theory	Practical component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	3MBA201	Human Resource Management	04	00	03	50	50	100	4
2	PCC	3MBA202	Financial Management	04	00	03	50	50	100	4
3	PCC	3MBA203	Research Methodology and IPR	04	00	03	50	50	100	4
4	PCC	3MBA204	Business Analytics	04	00	03	50	50	100	4
5	PCC	3MBA205	Strategic Management	04	00	03	50	50	100	4
6	PCC	3MBA206	Entrepreneurship Development	03	00	03	50	50	100	3
7	AEC	3MBA207	Social Immersion Program through Seminar	-	02	03	50	-	50	1
8	SEC	3MBA208	Application of Business Tools- II	-	02	-	-	-	-	-
TOTAL				23	04	21	350	300	650	24

Note: Note:

PCC: Professional Core Course, AEC: Ability Enhancement Course and 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.

SEC: Skill Enhancement Course shall be Mandatory non credit course (Audit Course).

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-3MBA307* (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.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations: 2026 - 27
MASTER OF BUSINESS ADMINISTRATION (MBA)
Choice-Based Credit System (CBCS) and Outcome-Based Education (OBE)

III SEMESTER (Core Courses and Dual Specialization Courses)

Sl. No.	Course	Subject Code					Teaching Hours Per Week	Examination			Credits
		Marketing	Finance	Human Resources	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC*	3MBA301*	3MBA301*	3MBA301*	04	00	03	50	50	100	04
2	PCC*	3MBA302*	3MBA302*	3MBA302*	04	00	03	50	50	100	04
3	PEC	3MBAMM303	3MBAFM303	3MBAHR303	04	00	03	50	50	100	04
4	PEC	3MBAMM304	3MBAFM304	3MBAHR304	04	00	03	50	50	100	04
5	PEC	3MBAMM305	3MBAFM305	3MBAHR305	04	00	03	50	50	100	04
6	PEC	3MBAMM306	3MBAFM306	3MBAHR306	04	00	03	50	50	100	04
7	PCC*	3MBA307*	3MBA307*	3MBA307*	-	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 any 2 subjects in Chosen specializations. For Example 2 core, 2 marketing and 2 HR specialization subjects, etc., **Elective courses will be offered only when at least 15% of the total admitted students opt for that specialization.**
- 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-3MBA407 (six weeks)** to be carried out by students after the third semester, and the report should be submitted by the students during the fourth semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations: 2026 - 27
MASTER OF BUSINESS ADMINISTRATION (MBA)
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

III SEMESTER (Core Courses and Dual Specialization Courses)

Sl. No.	Course	Subject Code	Teaching Hours Per Week			Examination			Credits
		Business Analytics	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC*	3MBA301*	03	01	03	50	50	100	04
2	PCC*	3MBA302*	03	01	03	50	50	100	04
3	PEC	3MBABA303	03	01	03	50	50	100	04
4	PEC	3MBABA304	03	01	03	50	50	100	04
5	PEC	3MBABA305	03	01	03	50	50	100	04
6	PEC	3MBABA306	03	01	03	50	50	100	04
7	PCC*	3MBA307*	-	08	-	50	50	100	04
			18	14	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 any 2 subjects in Chosen specializations. For Example 2 core, 2 marketing and 2 HR specialization subjects, etc,. **Elective courses will be offered only when at least 15% of the total admitted students opt for that specialization.**
- 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-3MBA407 (six weeks)** to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations – 2026-27

MASTER OF BUSINESS ADMINISTRATION (MBA)

Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

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
3MBA 301*	Logistics & Supply Chain Management	3MBA 301*	Logistics & Supply Chain Management	3MBA 301*	Logistics & Supply Chain Management	3MBA 301*	Logistics & Supply Chain Management
3MBA 302*	International Business	3MBA 302*	International Business	3MBA 302*	International Business	3MBA 302*	International Business

Specialisation Courses

Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses		Business Analytics Professional Elective Courses	
3MBA MM303	Consumer Behaviour	3MBA FM303	Tax Management	3MBA HR303	Talent Management and Development	3MBA BA303	Python for Data Science
3MBA MM304	Sales Management	3MBA FM304	Investment Analysis & Portfolio Management	3MBA HR304	Industrial Relations & Legislations	3MBA BA304	EDA & Data Visualization
3MBA MM305	Retail Management	3MBA FM305	Corporate Finance	3MBA HR305	Organizational Change & Development	3MBA BA305	Business Analytics and Intelligence
3MBA MM306	Services Marketing	3MBA FM306	Financial Services	3MBA HR306	Compensation & Reward Management	3MBA BA306	DBMS
3MBA 307*	Internship	3MBA 307*	Internship	3MBA 307*	Internship	3MBA 307*	Internship

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
Scheme of Teaching and Examinations – 2026 - 27
MASTER OF BUSINESS ADMINISTRATION
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

IV SEMESTER (Core Courses and Dual Specialization)

Sl. No	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*	3MBA401*	3MBA401*	3MBA401*	3MBA401*	02	02	03	50	50	100	3
2	PCC*	3MBA402*	3MBA402*	3MBA402*	3MBA402*	02	02	03	50	50	100	3
3	PEC	3MBAMM403	3MBAFM403	3MBAHR403	3MBABA403	02	02	03	50	50	100	3
4	PEC	3MBAMM404	3MBAFM404	3MBAHR414	3MBABA404	02	02	03	50	50	100	3
5	PEC	3MBAMM405	3MBAFM405	3MBAHR415	3MBABA405	02	02	03	50	50	100	3
6	PEC	3MBAMM406	3MBAFM406	3MBAHR416	3MBABA406	02	02	03	50	50	100	3
7	PCC*	3MBA407*	3MBA407*	3MBA407*	3MBA407*	-	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:

- 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.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- 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 any 2 subjects in Chosen specializations. For Example 2 core, 2 marketing and 2 HR specialization subjects, etc,. **Elective courses will be offered only when at least 15% of the total admitted students opt for that specialization.**
- 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, Sage Business Cases/Case Centre.

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)

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
3MBA 401*	Emerging Technologies for Business	3MBA 401*	Emerging Technologies for Business	3MBA 401*	Emerging Technologies for Business	3MBA 401*	Emerging Technologies for Business
3MBA 402*	Corporate Governance & Business Ethics	3MBA 402*	Corporate Governance & Business Ethics	3MBA 402*	Corporate Governance & Business Ethics	3MBA 402*	Corporate Governance & Business Ethics

Specialisation Courses

Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses		Business Analytics Professional Elective Courses	
3MBA MM403	Strategic Brand Management	3MBA FM403	International Financial Management	3MBA HR403	Personal Growth & Interpersonal Effectiveness	3MBA BA403	Data Science for Managerial Decisions
3MBA MM404	Integrated Marketing Communication	3MBA FM404	Mergers, Acquisitions & Corporate Restructuring	3MBA HR404	International HRM	3MBA BA404	Machine Learning
3MBA MM405	Digital & Social Media Marketing	3MBA FM405	Risk Management & Derivatives	3MBA HR405	Diversity, Equity and Inclusion	3MBA BA405	Introduction to Generative AI
3MBA MM406	B2B Marketing	3MBA FM406	Fin Tech	3MBA HR406	HR Technology and Systems	3MBA BA406	Big Data Analytics
3MBA 407*	Project Report	3MBA 407*	Project Report	3MBA 407*	Project Report	3MBA 407*	Project Report

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI.



**Scheme of Teaching, Examinations and Syllabus
MASTER OF BUSINESS ADMINISTRATION (MBA)
In
Logistics & Supply Chain Management
(Effective from Academic year 2026 - 27)**

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-L&SCM

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	3MLS101	Management and Organizational Behaviour	04	00	03	50	50	100	04
2	PCC	3MLS 102	Accounting for Managers	04	00	03	50	50	100	04
3	PCC	3MLS 103	Managerial Economics	04	00	03	50	50	100	04
4	PCC	3MLS 104	Quantitative Methods	04	00	03	50	50	100	04
5	PCC	3MLS 105	Marketing Management	04	00	03	50	50	100	04
6	PCC	3MLS 106	Managerial Communication	03	00	03	50	50	100	03
7	AEC	3MLS 107	Employability Skills	-	02	03	50	-	50	01
8	SEC	3MLS 108	Application of Business Tools - I	-	02	-	-	-	-	-
TOTAL				23	04	21	350	300	650	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. AEC: Ability Enhancement Course designed for enhancing student's ability, only CIE marks will be considered for Evaluation and SEC: Skill Enhancement Course shall be Mandatory non credit course (Audit Course).

Social Immersion Program through Seminar 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 and should give the seminar. 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:

- 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.
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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.
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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.
- 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/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.
- Social Immersion Program through Seminar (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 through seminars during the second semester and it is a credit based mandatory course.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-L&SCM

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	3MLS201	Human Resource Management	04	00	03	50	50	100	4
2	PCC	3MLS202	Financial Management	04	00	03	50	50	100	4
3	PCC	3MLS203	Research Methodology and IPR	04	00	03	50	50	100	4
4	PCC	3MLS204	Basics of Logistics and Supply Chain Management	04	00	03	50	50	100	4
5	PCC	3MLS205	Procurement, Storage & Warehouse Management	04	00	03	50	50	100	4
6	PCC	3MLS206	Operations Management	03	00	03	50	50	100	3
7	AEC	3MLS207	Social Immersion Program through Seminar	-	02	03	50	-	50	1
8	SEC	3MLS208	Application of Business Tools- II	-	02	-	-	-	-	-
TOTAL				23	04	21	350	300	650	24

Note: Note:

PCC: Professional Core Course, AEC: Ability Enhancement Course and 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.

SEC: Skill Enhancement Course shall be Mandatory non credit course (Audit Course).

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-3MLSIN307* (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.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-L&SCM

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	3MLS 301	Global supply chain management	04	00	03	50	50	100	4
2	PCC	3MLS 302	Multi Modal Transportation	04	00	03	50	50	100	4
3	PCC	3MLS 303	Port and Airport Management in Logistics	04	00	03	50	50	100	4
4	PCC	3MLS 304	Supplier Relationship Management	04	00	03	50	50	100	4
5	PCC	3MLS 305	Lean Management	04	00	03	50	50	100	4
6	PCC	3MLS 306	Agile Management	04	00	03	50	50	100	4
7	PCC	3MLS IN307	Internship	-	08	-	50	50	100	4
TOTAL				24	08	18	350	350	700	28

Note: 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.

- 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.
- 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-3MLSPR405** (six weeks) to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-L&SCM

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	3MLS401	Sustainable supply chain management	04	00	03	50	50	100	4
2	PCC	3MLS402	Supply Chain Risk Modeling	04	00	03	50	50	100	4
3	PCC	3MLS403	Strategic Management	04	00	03	50	50	100	4
4	PCC	3MLS404	Supply Chain Analytics	04	00	03	50	50	100	4
5	PCC	3MLS PR405	Project Report	-	12	-	50	50	100	8
TOTAL				16	12	12	250	250	500	24

Note: 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 2 hrs and Practical Component of 2 hrs (3credits). The Time-Table allotment for each course should be 4 hrs.
- 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, Sage Business Cases/Case Centre.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

I SEMESTER										
SL.NO.	COURSE Type	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MTM101	Management and Organizational Behaviour	04	00	03	50	50	100	4
2	PCC	3MTM102	Accounting for Managers	04	00	03	50	50	100	4
3	PCC	3MTM103	Managerial Economics	04	00	03	50	50	100	4
4	PCC	3MTM104	Quantitative Methods	03	02	03	50	50	100	4
5	PCC	3MTM105	Marketing Management	03	02	03	50	50	100	4
6	PCC	3MTM106	Managerial Communication	03	00	03	50	50	100	3
7	AEC	3MTM107	Employability Skills	-	02	02	50	-	50	1
8	SEC	3MTM108	Application of Business Tools - I	-	02	02	-	-	-	-
TOTAL				21	8	22	350	300	650	24

Note:

- **PCC:** Professional Core Course
- **PEC:** Professional Elective Course
- **AEC:** Ability Enhancement Course
- **SEC:** Skill Enhancement Course (Mandatory, Non-Credit Course)

Practical work, field activities, and assignments are part of the contact hours for faculty and must be included in the workload. All **four-credit courses are designed for 50 hours** of teaching–learning engagement.

The teaching pedagogy may include a combination of:

Case studies, experiential learning, presentations, interactive lectures, role-plays, business games, blended learning, simulation exercises, hands-on experience, ICT-based tools, flipped classroom techniques, field experiments, business quizzes/exercises, group discussions, lectures, and team-based activities.

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.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

II SEMESTER										
SL.NO.	COURSE Type	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MTM201	Human Resource Management	04	00	03	50	50	100	4
2	PCC	3MTM202	Financial Management	04	00	03	50	50	100	4
3	PCC	3MTM203	Research Methodology and IPR	04	00	03	50	50	100	4
4	PCC	3MTM204	Fundamentals of Technology Management	04	00	03	50	50	100	4
5	PCC	3MTM205	Strategic Management	03	02	03	50	50	100	4
6	PCC	3MTM206	Entrepreneurship Development	02	02	03	50	50	100	3
7	AEC	3MTM207	Social Immersion Program through Seminar	-	02	02	50	-	50	1
8	SEC	3MTM208	Application of Business - II	-	02	02	-	-	-	-
TOTAL				22	8	22	350	300	650	24

Note:

PCC*: Professional Core Course, PEC: Professional Elective Course.
AEC: Ability Enhancement 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. 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 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 3MTM307 (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.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

III SEMESTER

SL.NO	COURSE	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MTM301	Logistics and Supply Chain Management	03	02	03	50	50	100	4
2	PCC	3MTM302	International Business Management	03	02	03	50	50	100	4
3	PEC	3MTM303	Technology & Innovation in Business	04	00	03	50	50	100	4
4	PEC	3MTM304	Applied Operations Research	03	02	03	50	50	100	4
5	PEC	3MTM305	Data Analytics	04	00	03	50	50	100	4
6	PEC	3MTM306	Digital Infrastructure and ERP	04	00	03	50	50	100	4
7	PCC	3MTM307	Internship (Practical)	-	08	-	50	50	100	4
TOTAL				21	14	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.

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 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. 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.

4. 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.

5. **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.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

IV SEMESTER										
SL.NO.	COURSE Type	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MTM401	Emerging Technologies for Business	02	02	03	50	50	100	3
2	PCC	3MTM402	Corporate Governance and Business Ethics	02	02	03	50	50	100	3
3	PEC	3MTM403	Cybersecurity & Risk Management	02	02	03	50	50	100	3
4	PEC	3MTM404	Sustainable Technology & Innovation Management	02	02	03	50	50	100	3
5	PEC	3MTM405	Technology Forecasting and Assessment	02	02	03	50	50	100	3
6	PEC	3MTM406	Digital Strategy and Business Transformation	02	02	03	50	50	100	3
7	PCC	3MTM407	Main Project (Practical)	-	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. 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:

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.

4. 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.

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 Type	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	3MDM101	Management Concepts & Organizational Behavior	04	00	03	50	50	100	4
2	PCC	3MDM102	Economics for Decision Making	04	00	03	50	50	100	4
3	PCC	3MDM103	Financial Accounting and Analysis	04	00	03	50	50	100	4
4	PCC	3MDM104	Statistics for Managers	04	00	03	50	50	100	4
5	PCC	3MDM105	Marketing Management	04	00	03	50	50	100	4
6	PCC	3MDM106	Business Communication and Management Information System	04	00	03	50	50	100	4
7	PCC	3MDML107	Laboratory for Microsoft Office	00	04	03	50	50	100	2
8	PCC	3MDML108	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 – 2026 - 27
MASTER OF BUSINESS ADMINISTRATION In Digital Marketing
Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

II SEMESTER

Sl. No	Course Type	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	3MDM201	Cyber Law & Security	04	00	03	50	50	100	4
2	PCC	3MDM202	Optimization Techniques	04	00	03	50	50	100	4
3	PCC	3MDM203	Fundamentals of Digital Marketing	04	00	03	50	50	100	4
4	PCC	3MDM204	Website Planning and Structure	04	00	03	50	50	100	4
5	PCC	3MDM205	Marketing Research	04	00	03	50	50	100	4
6	PCC	3MDM206	Integrated Marketing Communication	04	00	03	50	50	100	4
7	PCC	3MDML207	Content Management System	00	04	03	50	50	100	2
8	PCC	3MDML208	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 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 3MDMI307 (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 – 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 Hours /Week		Examination				Credits
				Theory	Practical Component	Duration In hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	3MDM301	Digital Project Management	03	00	03	50	50	100	3
2	PCC	3MDM302	Social Media Marketing	03	00	03	50	50	100	3
3	PCC	3MDM303	Search Engine Optimization and Marketing	03	00	03	50	50	100	3
4	PCC	3MDM304	Service Marketing	03	00	03	50	50	100	3
5	PCC	3MDM305	Web Digital Analytics	03	00	03	50	50	100	3
6	PCC	3MDM306	Web Design Analytics Lab - 2	00	04	03	50	50	100	2
7	PCC	3MDMI307	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) 3MDMP407** 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 – 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 Hours /Week		Examination				Credits
				Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	3MDM401	Content Marketing	03	00	03	50	50	100	3
2	PCC	3MDM402	Affiliate Marketing and Google Ad-Works and Ad-Sense	03	00	03	50	50	100	3
3	PCC	3MDM403	Mobile Marketing	03	00	03	50	50	100	3
4	PCC	3MDM404	Lead Generation	03	00	03	50	50	100	3
5	PCC	3MDM405	Artificial Intelligence and Neural Marketing	03	00	03	50	50	100	3
6	PCC	3MDML406	LAB: Artificial Intelligence for Digital Marketing	00	04	03	50	50	100	2
7	PCC	3MDMP407	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.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI.



Scheme of Teaching, Examinations and Syllabus
MASTER OF BUSINESS ADMINISTRATION (MBA)
In
Industrial Management
(Effective from Academic year 2026 - 27)

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-IM

Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

Semester I: Foundation of Management & Industrial Context

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	3MBAIM101	Organizational Behaviour	04	00	03	50	50	100	04
2	PCC	3MBAIM102	Managerial Economics	04	00	03	50	50	100	04
3	PCC	3MBAIM103	Financial Accounting for Industries	04	00	03	50	50	100	04
4	PCC	3MBAIM104	Quantitative Techniques	04	00	03	50	50	100	04
5	PCC	3MBAIM105	Industrial Laws	04	00	03	50	50	100	04
6	PCC	3MBAIM106	Introduction to Industrial Systems	04	00	03	50	50	100	04
7	SEC	3MBAIM107	Application of Business Tools	-	02	-	-	-	-	-
TOTAL				24	02	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. AEC: Ability Enhancement Course designed for enhancing student's ability, only CIE marks will be considered for Evaluation and SEC: Skill Enhancement Course shall be Mandatory non credit course (Audit Course).

Social Immersion Program through Seminar 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 and should give the seminar. 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:

- 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.
- 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.
- The Students and course instructor/s should involve either individually or in groups to interact together to enhance the learning and application skills.
- 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.
- 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/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.
- Social Immersion Program through Seminar(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 through seminars during the second semester and it is a credit based mandatory course.
- Socialistic Project – MBAIM207 (One week) should be carried out by the students and a report must be submitted and is to be assessed during the second semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-IM

Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

Semester II: Core Functional Management for Industries

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	3MBAIM201	Capital Budgeting	04	00	03	50	50	100	4
2	PCC	3MBAIM202	B2B Marketing	03	00	03	50	50	100	3
3	PCC	3MBAIM203	Industrial Relation Management	04	00	03	50	50	100	4
4	PCC	3MBAIM204	Operations Management	04	00	03	50	50	100	4
5	PCC	3MBAIM205	Research Methodology and IPR	04	00	03	50	50	100	4
6	PCC	3MBAIM206	Materials Procurement and Management	04	00	03	50	50	100	4
7	AEC	3MBAIM207	Social immersion program	-	2	-	-	-	-	1
TOTAL				23	02	18	300	300	600	24

Note:

PCC: Professional Core Course, AEC: Ability Enhancement Course and 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.

SEC: Skill Enhancement Course shall be Mandatory non credit course (Audit Course).

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-MBAIM307* (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.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-IM

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	3MBAIM301	Operations Analytics	04	00	03	50	50	100	4
2	PCC	3MBAIM302	Quality Management	04	00	03	50	50	100	4
3	PCC	3MBAIM303	Sourcing & Logistics Management	04	00	03	50	50	100	4
4	PCC	3MBAIM304	Maintenance & Reliability	04	00	03	50	50	100	4
5	PCC	3MBAIM305	Project Planning	04	00	03	50	50	100	4
6	PCC	3MBAIM306	Contract Management	04	00	03	50	50	100	4
7	PCC	3MBAIM307	Summer Internship Project (SIP) Evaluation	-	08	-	50	50	100	4
TOTAL				24	08	18	350	350	700	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.

- 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.
- 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-MBAIM407** (six weeks) to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Scheme of Teaching and Examinations: 2026- 27

MASTER OF BUSINESS ADMINISTRATION (MBA)-IM

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	3MBAIM401	Strategic Management	03	00	03	50	50	100	3
2	PCC	3MBAIM402	Technology Management in Industry 4.0	03	00	03	50	50	100	3
3	PCC	3MBAIM403	Energy Management	03	00	03	50	50	100	3
4	PCC	3MBAIM404	International Business	03	00	03	50	50	100	3
5	PCC	3MBAIM405	Entrepreneurship	03	00	03	50	50	100	3
6	PCC	3MBAIM406	Industry Management	03	00	03	50	50	100	3
7	PCC	3MBAIM407	Industry Capstone Project	-	12	-	50	50	100	6
TOTAL				18	12	18	350	350	700	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.

Note:

- Each Course has a theory component of 3 hrs (3credits). The Time-Table allotment for each course should be 3 hrs.
- 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, Sage Business Cases/Case Centre.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN ARTIFICIAL INTELLIGENCE & DATA SCIENCE
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

I SEMESTER										
SL. NO.	COURSE Type	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MAD101	Organizational Behavior and Design	04	00	03	50	50	100	4
2	PCC	3MAD102	Managerial Economics and Indian Economic Policy	04	00	03	50	50	100	4
3	PCC	3MAD103	Marketing Management	04	00	03	50	50	100	4
4	PCC	3MAD104	Financial Reporting, Statements and Analysis	04	00	03	50	50	100	4
5	PCC	3MADL105	Artificial Intelligence and Its Applications (Lab)	03	02	03	50	50	100	3
6	PCC	3MADL106	Business Intelligence and Data Mining (Lab)	03	02	03	50	50	100	3
TOTAL				20	4	18	350	350	700	22

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:

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.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT
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	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MAD201	Human Resources Management	04	00	03	50	50	100	4
2	PCC	3MAD202	Research Methods in Business	04	00	03	50	50	100	4
3	PCC	3MAD203	Corporate Finance	04	00	03	50	50	100	4
4	PCC	3MAD204	Entrepreneurship Development & Legal Aspects	04	00	03	50	50	100	4
5	PCC	3MADL205	Big Data Management and Security (Lab)	03	02	03	50	50	100	3
6	PCC	3MADL206	Introduction to Machine Learning (Lab)	03	02	03	50	50	100	3
TOTAL				20	4	18	350	350	700	22

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:

- 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
- 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, 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)3MADI307-** 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.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

III SEMESTER										
SL.N O.	COURS E	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CRE DITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MAD301	Analytics toolkit for Decision Sciences	03	02	03	50	50	100	3
2	PCC	3MADL302	Deep Learning – I (Lab)	03	02	03	50	50	100	3
3	PCC	3MADL303	Natural Language Processing (Lab)	03	02	03	50	50	100	3
4	PCC	3MADL304	Data Visualization (Lab)	03	02	03	50	50	100	3
5	PCC	3MAD305	Evolutionary Algorithms	04	00	03	50	50	100	4
6	PCC	3MAD306	Professional Business Communication	04	00	03	50	50	100	4
7	PCC	3MADI307	Internship (Practical)	-	08	-	50	50	100	8
TOTAL				16	16	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.

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 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. 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.

4. 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.

5. **Project work-3MADP407** (six weeks) to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

Scheme of Teaching and Examinations
MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT
Choice Based Credit System (CBCS) and Outcome Based Education(OBE)

IV SEMESTER										
SL. NO.	COURSE	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	3MAD401	Advanced Machine Learning (Lab)	03	02	03	50	50	100	3
2	PCC	3MADL402	Deep Learning – II (Lab)	03	02	03	50	50	100	3
3	PCC	3MAD403	Entrepreneurship and Venture Capital	04	00	03	50	50	100	4
4	PCC	3MADL404	Predictive Analytics (Lab)	03	02	03	50	50	100	3
5	PCC	3MADL405	Data Analytics using R (Lab)	03	02	03	50	50	100	3
6	PCC	3MAD406	Production & Operations Management	04	00	03	50	50	100	4
7	PCC	3MADP407	Main Project (Practical)	-	08	-	50	50	100	8
TOTAL				16	16	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.

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.

4. 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.

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA) AY-2026-27**

Semester-I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	3BBA101	Principles of Management	DSC	3+2+0	50	50	100	04
2	3BBA102	Fundamentals of Accounting	DSC	3+2+0	50	50	100	04
3	3BBA103	Statistics for Business Decisions	DSC	3+2+0	50	50	100	04
4	3BBA104	Indian Business Environment	MDEC /OEC	1+2+0	50	50	100	02
5	3BBA105	Business Ethics	VAC	1+2+0	50	50	100	02
6	3BBA106	Business Communication - I	AEC	1+2+0	50	50	100	02
7	3BBA107	Samskrutika Kannada/ Balake Kannada	AEC	1+2+0	50	50	100	02
Sub-Total					350	350	700	20

Semester-II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	3BBA201	Organizational Behaviour	DSC	3+2+0	50	50	100	04
2	3BBA202	Financial Management	DSC	3+2+0	50	50	100	04
3	3BBA203	Managerial Economics	DSC	3+2+0	50	50	100	04
4	3BBA204	Global Business Environment	MDEC /OEC	1+2+0	50	50	100	02
5	3BBA205	Corporate Governance	VAC	1+2+0	50	50	100	02
6	3BBA206	IT in Business	SEC	1+2+0	50	50	100	02
7	3BBA207	Soft Skills and Personality Development	AEC	1+2+0	50	50	100	02
Sub-Total					350	350	700	20
DSC – Discipline-Specific Core Course, MDEC/OEC - Multidisciplinary Elective Course/Open Elective Course, VAC - Value Added Course, SEC - Skill Enhancement Course, AEC - Ability Enhancement Course								

(40 credits) EXIT OPTION WITH CERTIFICATION – with the ability to solve well-defined problems

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA) AY-2026-27**

Semester-III								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	3BBA301	Human Resource Management	DSC	3+2+0	50	50	100	04
2	3BBA302	Marketing Management	DSC	3+2+0	50	50	100	04
3	3BBA303	Production and Operations Management	DSC	3+2+0	50	50	100	04
4	3BBA304	Design Thinking and Innovation	MDEC /OEC	1+2+0	50	50	100	02
5	3BBA305	Indian Constitution	VAC	1+2+0	50	50	100	02
6	3BBA306	Advance Excel Skills for Business	SEC	1+2+0	50	50	100	02
7	3BBA307	Sustainable Development Goals	SEC	1+2+0	50	50	100	02
8	3BBA308	Yoga/NSS/Sport/NCC/Culture/Music	MNC	1+0+2/ 0+0+4	100	----	100	PP
Sub–Total					450	350	800	20

Semester-IV								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	3BBA401	Management Accounting	DSC	3+2+0	50	50	100	04
2	3BBA402	Business Strategy	DSC	3+2+0	50	50	100	04
3	3BBA403	Entrepreneurship Development	DSC	3+2+0	50	50	100	04
4	3BBA404	Business Research Methods	DSC	1+2+0	50	50	100	02
54	3BBA405	Environmental Science and Sustainability	VAC	1+2+0	50	50	100	02
6	3BBA406	Enterprise Resource Planning	SEC	1+2+0	50	50	100	02
7	3BBA407	Digital Marketing	SEC	1+2+0	50	50	100	02
8	3BBA408	Yoga/NSS/Sport/NCC/Culture/Music	MNC	1+0+2/ 0+0+4	100	-	100	PP
Sub–Total					450	350	800	20
DSC – Discipline-Specific Core Course, VAC – Value Added Course, SEC-Skill Enhancement Course, MNC - Mandatory Non Credit Course								

(80 credits) **EXIT OPTION WITH DIPLOMA–Ability to solve broadly defined problems**

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA) AY-2026-27**

Semester-V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	3BBA501	Cost Accounting	DSC	3+2+0	50	50	100	04
2	3BBA502	Logistics and SCM	DSC	3+2+0	50	50	100	04
3	3BBA503	Elective-1(PAPER1)	DSEC	3+2+0	50	50	100	04
4	3BBA504	Elective-2(PAPER1)	DSEC	3+2+0	50	50	100	04
5	3BBA505	Societal / Industry Internship (To be carried between IV semester and V semester for 02 weeks duration)	SEC		50	50	100	04
Sub–Total					250	250	500	20

(DSEC) Discipline-Specific Elective Course–V Semester (Paper-1)						
Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
Paper-1	Advanced Financial Management	Consumer Behavior	Recruitment and Selection	Financial Analytics	Retail Operations Management	Freight Transport Management

NOTE: Students shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.

Semester-VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L +T +P)	CIE	SEE	Total Marks	Credits
1	3BBA601	Business Law	DSC	2+2+0	50	50	100	03
2	3BBA602	Total Quality Management	DSC	2+2+0	50	50	100	03
3	3BBA603	Elective-1(PAPER 2)	DSEC	3+2+0	50	50	100	04
4	3BBA604	Elective-2(PAPER 2)	DSEC	3+2+0	50	50	100	04
5	3BBAP605	Project Work + Seminar (To be carried between V semester and VI semester for 04 weeks duration)	SEC		50	50	100	06
Sub–Total					250	250	500	20
DSC – Discipline-Specific Core Course, DSEC - Discipline Specific Elective Course, SEC - Skill Enhancement Course,								

**Scheme of Teaching and Examinations
BACHELOR OF BUSINESS ADMINISTRATION(BBA) AY-2026-27**

Discipline Specific Electives Course – VI Semester (Paper-2)						
Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
Paper-2	Security Analysis and Portfolio Management	Integrated Marketing Communication	Compensation and Performance Management	Marketing Analytics	Strategic Brand Management	Sourcing for Logistics and SCM

NOTE: Student shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.