

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI.



Scheme of Teaching and Examinations and Syllabus
MASTER OF BUSINESS ADMINISTRATION
(Effective from Academic year 2020 - 21)

SCHEME OF TEACHING AND EXAMINATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION 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	20MBA11	Management & Organizational Behavior	03	02	03	40	60	100	4
2	PCC	20MBA12	Managerial Economics	03	02	03	40	60	100	4
3	PCC	20MBA13	Accounting for Managers	03	02	03	40	60	100	4
4	PCC	20MBA14	Business Statistics	03	02	03	40	60	100	4
5	PCC	20MBA15	Marketing Management	03	02	03	40	60	100	4
6	PCC	20MBA16	Managerial Communication	03	02	03	40	60	100	4
TOTAL				18	12	18	240	360	600	24
<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 50 hours Teaching – Learning process.</p>										
<p>Note:</p> <ol style="list-style-type: none"> 1. 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 5hrs (3+2). 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 a documentary proof. The format of the report shall be prescribed by the department. 5. Students and course instructor/s to involve 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 <ol style="list-style-type: none"> (a) Gain confidence in modeling of management systems. (b) Work on different software/s (tools) to simulate, analyse 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. <p>All activities should enhance student’s abilities to employment and/or self-employment opportunity, management skills, statistical analysis, fiscal expertise etc.</p>										

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II SEMESTER

Sl. No	Course	Course Code	Course Title	Teaching Hours /Week		Examination				Credits
				Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA21	Human Resource Management	03	02	03	40	60	100	4
2	PCC	20MBA22	Financial Management	03	02	03	40	60	100	4
3	PCC	20MBA23	Research Methodology	03	02	03	40	60	100	4
4	PCC	20MBA24	Operations Research	03	02	03	40	60	100	4
5	PCC	20MBA25	Strategic Management	03	02	03	40	60	100	4
6	PCC	20MBA26	Entrepreneurship & Legal Aspects	03	02	03	40	60	100	4
TOTAL				18	12	18	240	360	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.

Note:

1. 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 5hrs (3+2). 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. 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.
4. One industrial visit per semester is mandatory. The department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
5. 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.

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III SEMESTER(Core Courses and Specialisation Courses)

Sl. No	Course	Course Code			Teaching Hours /Week		Examination				Credits
		Marketing	Finance	Human Resource	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA301*	20MBA301*	20MBA301*	03	02	03	40	60	100	4
2	PCC	20MBA302*	20MBA302*	20MBA302*	03	02	03	40	60	100	4
3	PEC	20MBAMM303	20MBAFM303	20MBAHR303	03	02	03	40	60	100	4
4	PEC	20MBAMM304	20MBAFM304	20MBAHR304	03	02	03	40	60	100	4
5	PEC	20MBAMM305	20MBAFM305	20MBAHR305	03	02	03	40	60	100	4
6	PEC	20MBAMM306	20MBAFM306	20MBAHR306	03	02	03	40	60	100	4
7	PCC	20MBA IN 307	20MBA IN 307	20MBA IN 307	-	08	-	40	60	100	4
TOTAL					18	20	18	280	420	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.

*** Interdisciplinary Core Courses may be taught by engineering faculty/subject expert.**

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 5hrs (3+2). For the practical component it is mandatory to maintain a practical record.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- One industrial visit per Semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the question paper.
- Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester.

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III SEMESTER (Core Courses and Dual Specialisation)

Sl. No	Course	Course Code			Teaching Hours /Week		Examination				Credits
		Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PCC	20MBA301*	20MBA301*	20MBA301*	03	02	03	40	60	100	4
2	PCC	20MBA302*	20MBA302*	20MBA302*	03	02	03	40	60	100	4
3	PEC	20MBAMM303	20MBAFM303	20MBAHR303	03	02	03	40	60	100	4
4	PEC	20MBAMM304	20MBAFM304	20MBAHR304	03	02	03	40	60	100	4
5	PEC	20MBAFM303	20MBAHR303	20MBAMM303	03	02	03	40	60	100	4
6	PEC	20MBAFM304	20MBAHR304	20MBAMM304	03	02	03	40	60	100	4
7	PCC	20MBA IN 307	20MBA IN 307	20MBA IN 307	--	08	--	40	60	100	4
TOTAL					18	20	18	280	420	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.

*** Interdisciplinary Core Courses may be taught by engineering faculty/subject expert.**

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 5hrs (3+2). 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 be part of the question paper.
- Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester.

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III SEMESTER					
Core Courses					
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBA301	Emerging Exponential Technologies	20MBA301	Emerging Exponential Technologies	20MBA301	Emerging Exponential Technologies
20MBA302	Technology & Operational Strategy	20MBA302	Technology & Operational Strategy	20MBA302	Technology & Operational Strategy
Specialisation Courses					
Marketing Professional Elective Courses		Finance Professional Elective Courses		Human Professional Elective Courses	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBAMM303	Services Marketing	20MBAFM 303	Investment Management	20MBAHR303	Recruitment & Selection
20MBAMM304	Marketing Research & Analytics	20MBAFM304	Direct Taxation	20MBAHR304	Human Resource Analytics
20MBAMM305	Consumer Behaviour	20MBAFM305	Banking and Financial Services	20MBAHR305	Industrial Relations and Labour Laws
20MBAMM306	Retail Management	20MBAFM306	Advanced Financial Management	20MBAHR306	Compensation & Reward System
20MBAIN307	Internship	20MBAIN307	Internship	20MBAIN307	Internship

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IV SEMESTER (Specialisation Courses)

Sl · No	Course	Specialisation Courses			Teaching Hours /Week		Examination			Credits	
		Marketing	Finance	Human Resource	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks		Total Marks
1	PEC	20MBAMM401	20MBAFM401	20MBAHR401	03	-	03	40	60	100	3
2	PEC	20MBAMM402	20MBAFM402	20MBAHR402	03	-	03	40	60	100	3
3	PEC	20MBAMM403	20MBAFM403	20MBAHR403	03	-	03	40	60	100	3
4	PEC	20MBAMM404	20MBAFM404	20MBAHR404	03	-	03	40	60	100	3
5	PEC	20MBAMM405	20MBAFM405	20MBAHR405	03	-	03	40	60	100	3
6	PEC	20MBAMM406	20MBAFM406	20MBAHR406	03	-	03	40	60	100	3
7	PCC	20MBAPR407	20MBAPR407	20MBAPR407	-	12	-	40	60	100	6
TOTAL					18	12	18	280	420	700	24

Note:

PEC: Professional Elective 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:

1. Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

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IV SEMESTER(Dual Specialisation)

Sl. No	Course	Subject Code			Teaching Hours /Week		Examination				Credits
		Marketing & Finance	Finance & Human Resource	Human Resource & Marketing	Theory	Practical Component	Duration in hours	CIE Marks	SEE Marks	Total Marks	
1	PEC	20MBAMM401	20MBAFM401	20MBAHR401	03	-	03	40	60	100	3
2	PEC	20MBAMM402	20MBAFM402	20MBAHR402	03	-	03	40	60	100	3
3	PEC	20MBAMM403	20MBAFM403	20MBAHR403	03	-	03	40	60	100	3
4	PEC	20MBAFM401	20MBAHR401	20MBAMM401	03	-	03	40	60	100	3
5	PEC	20MBAFM402	20MBAHR402	20MBAMM402	03	-	03	40	60	100	3
6	PEC	20MBAFM403	20MBAHR403	20MBAMM403	03	-	03	40	60	100	3
7	PCC	20MBAPR407	20MBAPR407	20MBAPR407	-	12	-	40	60	100	6
TOTAL					18	12	18	280	420	700	24

Note:

PEC: Professional Elective Course.

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Three credit courses are designed for 40 hours Teaching – Learning process.

Note:

1. Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs.
2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

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IV SEMESTER (Specialisation Courses)

Marketing Specialization		Financial Specialization		Human Resource Specialization	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
20MBAMM401	B2B Marketing Management	20MBAFM401	Risk Management and Insurance	20MBAHR401	Organizational Leadership
20MBAMM402	Logistics and Supply Chain Management	20MBAFM402	Financial Derivatives	20MBAHR402	Personal Growth & Interpersonal Effectiveness
20MBAMM403	Digital Marketing Management	20MBAFM403	Indirect Taxation	20MBAHR403	International Human Resource Management
20MBAMM404	Strategic Brand Management	20MBAFM404	Mergers, Acquisitions & Corporate Restructuring	20MBAHR404	Organization Change and Development
20MBAMM405	Agri Business Marketing	20MBAFM405	Corporate Valuation	20MBAHR405	Human Recourse Audit
20MBAMM406	International Marketing Management	20MBAFM406	International Financial Management	20MBAHR406	Management Consulting for Business Excellence
20MBAPR407	Project Report	20MBAPR407	Project Report	20MBAPR407	Project Report

Programme Outcomes (POs)

1. Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance
2. Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.
3. Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness
4. Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment
5. Students are equipped with self sustaining entrepreneurship qualities that encourages calculated risk taking.

