



Visvesvaraya Technological University, Belagavi
Centre for Online Education, Mysuru (VTU-COE)
Interactive Live Lecture Schudule for BBA

Programme Name : BBA in Digital Marketing Management

Date	Time	Course Name & Course Code	Module	Topics to be Covered	Name of the Course Expert
24-11-2023	7:30 - 8:30 pm	Business Economics - OBBD102	Module-1	Meaning, Nature, Scope of Business Economics, Role of Business economist in decision making	Dr. K. Shivaramana Gouda Assistant Professor, Department of MBA, VTU CPGS, Kalaburgi
25-11-2023	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-1	Marketing - Definition, Evolution, Core Concepts, Approaches to study Marketing, Marketing v/s Selling	Dr. Hema Patil Associate Professor, Department of MBA, VTU CPGS, Mysuru
26-11-2023	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-1	Introduction – Meaning, Functions and Uses of Statistics, Scope of Statistics, Limitations of Statistics	Dr. Somashekar I C Associate Professor, Department of MBA VVCE Mysuru
27-11-2023	7:30 - 8:30 pm	Business Communication - OBBD105	Module-1	Introduction - Meaning of Communication; Purpose or Objectives of Communication; Process or Stages of Communication; Principles of Effective Communication	Dr. Babitha Thimmaiah N Assistant Professor, Department of MBA VTU CPGS, Mysuru
28-11-2023	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-1	Organization of data- Frequency tables and Frequency Distribution , Presentation of data	Dr. Somashekar I C Associate Professor Department of MBA VVCE Mysuru
29-11-2023	7:30 - 8:30 pm	Business Economics - OBBD102	Module-1	Decision making process in Business Economics, Objectives of the firm, alternate objectives of firm	Dr. K. Shivaramana Gouda Assistant Professor, Department of MBA VTU CPGS, Kalaburgi
30-11-2023	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-1	Introduction to management, Charactersistics of management, Levels of management, functions	Dr.Chiranth K M Assistant Professor, Department of MBA VTU CPGS, Mysuru
01-12-2023	7:30 - 8:30 pm	Business Communication - OBBD105	Module-1	Barriers to Effective Communication; Types of Communication (Meaning & Features), Scope & limitations of communication	Dr. Babitha Thimmaiah N Assistant Professor, Department of MBA VTU CPGS, Mysuru
02-12-2023	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-1	Fayol’s principles of Management, Management and Administration.	Dr.Chiranth K M Assistant Professor, Department of MBA VTU CPGS, Mysuru
03-12-2023	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-1	Functions of marketing, Role of a Marketing Manager in the current scenario.	Dr. Hema Patil Associate Professor, Department of MBA VTU CPGS, Mysuru
06-12-2023	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-2	Planning: Introduction, types, process, Decision making: Concept, process	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
07-12-2023	7:30 - 8:30 pm	Business Economics - OBBD102	Module-2	Law of Demand, Exception to Law of Demand, Elasticity of Demand- price , Income and cross elasticity	Dr. K. Shivaramana Gouda Assistant Professor, Department of MBA VTU CPGS, Kalaburgi

08-12-2023	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-2	Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode.	Dr. Somashekar I C Associate Professor Department of MBA, VVCE Mysuru
11-12-2023	7:30 - 8:30 pm	Business Communication - OBBD105	Module-2	Oral communication: What is oral Communication – principles of successful oral communication – barriers to communication	Dr. Kavitha B N, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
12-12-2023	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-2	Marketing environment Scanning, Importance, Understanding Marketing Environment – Micro environment Factors– The company, Suppliers, Marketing Intermediaries, competitors, Public, and Customers	Dr. Hema Patil, Associate Professor, Department of MBA, VTU CPGS, Mysuru
13-12-2023	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-2	Organizing: nature, authority and responsibility, centralization Vs decentralization, organizational Structure: types	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
14-12-2023	7:30 - 8:30 pm	Business Economics - OBBD102	Module-2	Uses of elasticity of Demand for Business decision making , Measurement of elasticity of demand	Dr. K. Shivaramana Gouda Assistant Professor Department of MBA VTU CPGS, Kalaburgi
15-12-2023	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-2	Measures of Dispersion: Absolute and Relative measures of Range, Quartile deviation, Standard Deviation in Individual, Discrete and Continuous Series – Problems	Dr. Somashekar I C Associate Professor Department of MBA VVCE Mysuru
18-12-2023	7:30 - 8:30 pm	Business Communication - OBBD105	Module-2	What is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication	Dr. Kavitha B N, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
19-12-2023	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-2	Macro Environment Factors –Demographic, Economic, Natural, Technological, Political, Legal, Socio-cultural environment.	Dr. Hema Patil, Associate Professor, Department of MBA, VTU CPGS, Mysuru
20-12-2023	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-3	Staffing: Meaning, nature, Importance, elements of staffing process. Controlling – Control function in management	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
21-12-2023	7:30 - 8:30 pm	Business Economics - OBBD102	Module-3	Concept, Production function: Single variable –Law of variable proportions & Two variable function ISO-Quants & ISO Costs & Equilibrium (Least cost combination)	Dr. Shantavva Porapur, Assistant Professor, Dept. of MBA, VTU CPGS, Belagavi
22-12-2023	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-3	Spearman's Rank Correlation Coefficient. Simple Linear Regression – Lines of Regression	Dr. Brijesh Singh, Assistant Professor, Dept. Of MBA, CMRIT, Bengaluru
26-12-2023	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-3	Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market,	Dr. Hema Patil, Associate Professor, Department of MBA, VTU CPGS, Mysuru
27-12-2023	7:30 - 8:30 pm	Business Communication - OBBD105	Module-3	Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically:	Dr. Kavitha B N, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru

28-12-2023	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-3	The basic control process, Types of control, Factors in control effectiveness	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
29-12-2023	7:30 - 8:30 pm	Business Economics - OBBD102	Module-3	Total, average, & marginal product. Return to scale, Technological Progress & Production function	Dr. Shantavva Porapur, Assistant Professor, Dept. of MBA, VTU CPGS, Belagavi
02-01-2024	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-3	Correlation – Meaning, Types of Correlation. Karl Pearson's Coefficient of Correlation, Coefficient of determination,	Dr. Brijesh Singh, Assistant Professor, Dept. Of MBA, CMRIT, Bengaluru
03-01-2024	7:30 - 8:30 pm	Business Communication - OBBD105	Module-3	The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.	Dr. Kavitha B N, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
04-01-2024	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-3 & 4	Targeting, Product positioning concept, Product: Concept, classification of Products, Levels of Products, Product Life Cycle - concept, stages and its relevant marketing strategies.	Dr. Preeti Patil, Assistant Professor, Department of MBA,VTU CPGS, Mysuru
05-01-2024	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-4	Organizational Behaviour: Introduction to Organizational Behaviour, Definition, Historical development, fundamental principles of OB	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
08-01-2024	7:30 - 8:30 pm	Business Economics - OBBD102	Module-4	Cost Analysis : Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, LAC curve	Dr. Shantavva Porapur, Assistant Professor, Dept. of MBA, VTU CPGS, Belagavi
09-01-2024	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-4	Time Series Analysis: Meaning, Components, fitting a straight-line trend using Least Square Method	Dr. Brijesh Singh, Assistant Professor, Dept. Of MBA, CMRIT, Bengaluru
10-01-2024	7:30 - 8:30 pm	Business Communication - OBBD105	Module-4	Business letters and reports: Introduction to business letters – writing routine and persuasive letters –	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
11-01-2024	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-4	Price: Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing. Place: Need and importance of distribution, Factors influencing selection of distribution channel, different levels of Channels of Distribution.	Dr. Preeti Patil, Assistant Professor, Department of MBA,VTU CPGS, Mysuru
12-01-2024	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-4	Contributing disciplines, Foundation of Individual behaviour: Introduction to perception, attitude, personality.	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
15-01-2024	7:30 - 8:30 pm	Business Economics - OBBD102	Module-4	Break Even Analysis – Meaning, Assumptions, Determination of BEP, Limitations, Uses of BEA in Business decisions (with simple Problems).	Dr. Shantavva Porapur, Assistant Professor, Dept. of MBA, VTU CPGS, Belagavi
16-01-2024	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-4	Calculation and estimation of trend values.	Dr. Brijesh Singh, Assistant Professor, Dept. Of MBA, CMRIT, Bengaluru

17-01-2024	7:30 - 8:30 pm	Business Communication - OBBD105	Module-4	Positive and negative messages- writing memos - what is a report purpose, kinds and objectives of reports- writing reports.	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
18-01-2024	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-4	Promotion: Promotion Mix - Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing.	Dr. Preeti Patil, Assistant Professor, Department of MBA,VTU CPGS, Mysuru
19-01-2024	7:30 - 8:30 pm	Business Economics - OBBD102	Module-5	Product Pricing: Perfect Competition, Features, Determination of price under perfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination.	Dr. P V S Balaji Rao, Professor and Head, Dept. of Business Administration, VVCE Mysuru
22-01-2024	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-5	Motivation and leadership: Theories of Motivation. Theory X, Theory Y, Theory Z. Maslow's need hierarchy. Leadership Styles.	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
23-01-2024	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-5	Digital Marketing - Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices -	Dr. Vasantha Reena Williams, Professor and Head of Department, VVIET, Mysuru
24-01-2024	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-5	Index number, Construction of Index number, Methods of Index number - simple aggregate method,	Dr. H H Ramesha, Associate Professor, Dept. Of MBA, VTU CPGS Muddenahalli
25-01-2024	7:30 - 8:30 pm	Business Communication - OBBD105	Module-5	Introduction - Meaning; Importance of ethical communication; Ethical perspectives - Religious, Economic, Legal, Utilitarian, Universalistic, Humanistic, Dialogic, Situational perspectives.	Dr. Babitha Thimmaiah N Assistant Professor, Department of MBA, VTU CPGS, Mysuru
26-01-2024	7:30 - 8:30 pm	Business Economics - OBBD102	Module-5	Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership.	Dr. P V S Balaji Rao, Professor and Head, Dept. of Business Administration, VVCE Mysuru
29-01-2024	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Module-5	Communications of Control, Process of Communication. Verbal & Non-Verbal, Barriers to communication, Types, Process	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
30-01-2024	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Module-5	Virtual marketing, E-buying behaviour, Concepts of Influencer marketing, Short term video content, SEO, Content marketing, Blogs, etc	Dr. Vasantha Reena Williams, Professor and Head of Department, VVIET, Mysuru
31-01-2024	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Module-5	Weighted method (laspeyres and Paasche, Marshal - Edgeworth and Fishers Ideal Index number). Consumer Price Index number.	Dr. H H Ramesha, Associate Professor, Dept. Of MBA, VTU CPGS Muddenahalli
01-02-2024	7:30 - 8:30 pm	Business Communication - OBBD105	Module-5	Ethical issues in business communication: Honesty, Respect, Sensitivity to Cultural Differences Ethical dilemmas involved in business communication - Secrecy, Whistle blowing, Rumors & Gossip, Lying, Ambiguity.	Dr. Babitha Thimmaiah N Assistant Professor, Department of MBA, VTU CPGS, Mysuru
02-02-2024	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Review of course	Doubt Clarification	

05-02-2024	7:30 - 8:30 pm	Business Economics - OBBD102	Review of course	Doubt Clarification	
06-02-2024	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Review of course	Doubt Clarification	
07-02-2024	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Review of course	Doubt Clarification	
08-02-2024	7:30 - 8:30 pm	Business Communication - OBBD105	Review of course	Doubt Clarification	
12-02-2024	7:30 - 8:30 pm	Management & Organisational Behaviour - OBBD101	Review of course	Doubt Clarification	
13-02-2024	7:30 - 8:30 pm	Business Economics - OBBD102	Review of course	Doubt Clarification	
14-02-2024	7:30 - 8:30 pm	Fundamentals of Statistics - OBBD103	Review of course	Doubt Clarification	
15-02-2024	7:30 - 8:30 pm	Principles of Marketing - OBBD104	Review of course	Doubt Clarification	
16-02-2024	7:30 - 8:30 pm	Business Communication - OBBD105	Review of course	Doubt Clarification	