



Visvesvaraya Technological University, Belagavi

Centre for Online Education, Mysuru (VTU-COE)

Interactive Live Lecture Schedule for MBA

Programme Name : Master of Business Administration / MBA in Business Analytics / MBA in Digital Marketing

Date	Time	Course Name & Course Code	Module	Topics to be Covered	Name of the Course Expert
24-11-2023	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-1	Introduction to Statistics: Meaning and Definition, functions, scope and limitations, Measures of central tendency - Mean, Median, Mode	Dr. Somashekar I C Associate Professor Department of MBA VVCE Mysuru
25-11-2023	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-1	Introduction to Accounting: Meaning, types of Accounting, Users of Accounting information, Types of Accounting	Dr. Binoy Mathew Associate Professor Department of MBA VTU CPGS, Muddenahalli
26-11-2023	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-1	Introduction, nature, scope and importance of marketing; Marketing concepts and its evolution, Marketing mix- 4P's of Marketing.	Dr. Hema Patil Associate Professor Department of MBA VTU CPGS, Mysuru
27-11-2023	7:30 - 8:30 pm	Quantitative Techniques 23OMBA102	Module-1	Measures of Dispersion: Range, Quartile Deviation, Std. Deviation, Variance, Coefficient of Variance, Comparison of various measures of dispersion	Dr. Somashekar I C Associate Professor Department of MBA, VVCE Mysuru
28-11-2023	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-1	Management - Introduction, Meaning, Nature, Objectives, Importance, Differences between Administration and Management	Dr. Chiranth K M Assistant Professor Department of MBA VTU CPGS, Mysuru
29-11-2023	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
30-11-2023	7:30 - 8:30 pm	Marketing Management - 23OMBA104	Module-1	Marketing environment analysis, Market segmentation & positioning, Targeting, Consumer Behavior, Consumer decision making process	Dr. Hema Patil Associate Professor Department of MBA VTU CPGS, Mysuru
01-12-2023	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-1	Basics of Generally Accepted accounting Principles, Concepts and conventions of Accounting, IFRS, Indian Accounting Standards	Dr. Binoy Mathew Associate Professor Department of MBA VTU CPGS, Muddenahalli
02-12-2023	7:30 - 8:30 pm	Business Communication - OMBA105	Module-1	Communication structure in organisation, communication in conflict resolution, Communication in crisis, Communication & negotiation, Communication in a cross-cultural setting	Dr. Babitha Thimmaiah N Assistant Professor, Department of MBAVTU CPGS, Mysuru
03-12-2023	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-1	Levels of Management, Types of Managers, Managerial roles, and Evolution of Management Thought.	Dr. Chiranth K M Assistant Professor, Department of MBA VTU CPGS, Mysuru
06-12-2023	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-2	Planning: Importance, Process, Benefits of Planning and techniques. Organising: Meaning, Types of Organisation structures, Directions in organisation structures	Dr. Chiranth K M Assistant Professor, Department of MBA VTU CPGS, Mysuru

07-12-2023	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-2	Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation (one way table only)	Prof. Brijesh Singh, Assistant Professor, Dept. of MBA, CMRIT, Bengaluru
08-12-2023	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-2	Accounting Cycle: Single Entry System, Double Entry System Journal,	Dr. Binoy Mathew, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
11-12-2023	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-2	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix	Dr. Hema Patil, Associate Professor, Dept. of MBA, VTU CPGS, Mysuru
12-12-2023	7:30 - 8:30 pm	Business Communication - OMBA105	Module-2	Oral and Written Communication: Meaning - Principles of successful oral communication - Barriers to communication, Conversation control - Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication - Listening as a Communication Skill, Non-verbal communication	Dr. Kavitha B N, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
13-12-2023	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-2	Leading: Meaning, Nature, Traits and Behaviour, Approaches to Leadership. Controlling: Meaning, Importance, Steps in control process, Types of control	Dr. Chiranth K M Assistant Professor, Department of VTU CPGS, Mysuru
14-12-2023	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-2	Simple and multiple regressions (problems on simple regression only)	Prof. Brijesh Singh, Assistant Professor, Dept. of MBA, CMRIT, Bengaluru
15-12-2023	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-2	Ledgers, Trial balance (Theory and Problems)	Dr. Binoy Mathew, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
18-12-2023	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-2	Product life cycle Stages -strategic implications; New product development and consumer adoption process. Branding; Packaging and labelling	Dr. Hema Patil, Associate Professor, Dept. of MBA, VTU CPGS, Mysuru
19-12-2023	7:30 - 8:30 pm	Business Communication - OMBA105	Module-2	Purpose of writing - Clarity in writing - Principles of effective writing - Approaching the writing process systematically: The 3X3 writing process for business communication	Dr. Kavitha B N, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
20-12-2023	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-3	Organizational Behaviour: Introduction, Meaning, History of Behaviour	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
21-12-2023	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-3	Hypotheses Types, characteristics, source, formulation of hypotheses, errors in hypotheses, Level of significance, Parametric tests - t-test, z-test	Dr. Somashekar I C, Associate Professor Department of MBA, VVCE, Mysuru
22-12-2023	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-3	Final Accounts of companies: Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Problems of Final Accounts with adjustments)	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru

26-12-2023	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-3	Price Decisions - Pricing objectives - Pricing policies and constraints - Different pricing method - pricing strategies and Price adjustment strategy	Dr. Preeti Patil, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
27-12-2023	7:30 - 8:30 pm	Business Communication - OMBA105	Module-3	Business Letters and Reports: Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages. Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports	Dr.Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
28-12-2023	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-3	Organizational effectiveness, Organizational learning process, Need for studying Organizational Behaviour	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
29-12-2023	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-3	Non-Parametric Tests ANOVA one-way(only), u-test, K-W Test (problems on all tests)	Dr. Somashekar I C, Associate Professor Department of MBA, VVCE, Mysuru
02-01-2024	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-3	Window dressing. Case Study problem on Final Accounts of Company (Theory and Problems)	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
03-01-2024	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-3	Factors influencing pricing (Internal factor and External factor), Factors affecting price determination	Dr. Preeti Patil, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
04-01-2024	7:30 - 8:30 pm	Business Communication - OMBA105	Module-3	Writing Proposals: Structure & preparation- Writing memos. Media Management: The press release – Press conference – Media interviews. Group Communication: Meetings, – Planning meetings – objectives –participants -mtiming – venue of meetings. Meeting Documentation: Notice, Agenda, and Resolution & Minutes	Dr.Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
05-01-2024	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-4	Perception: Meaning, Process, Factors influencing perception, Perception and decision-making, Attitude and Behaviour	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
08-01-2024	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-4	Structure of linear program model, Assumption, Advantages, Limitations, Guidelines for formulation of linear programming model, Formulation of problems, graphical method	Dr. H H Ramesha, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
09-01-2024	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-4	Analysis of Financial Statements: Meaning and Purpose of Financial Statement, Analysis Trend Analysis,	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
10-01-2024	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-4	Communication Process; Promotion mix selling, sales promotion, publicity and public relations; Determining advertising budget Copy designing and testing; Media selection; Advertising effectiveness	Dr. Preeti Patil, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
11-01-2024	7:30 - 8:30 pm	Business Communication - OMBA105	Module-4	Presentation skills: What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for managers. Case Methods of learning: Understanding the case method of learning	Dr. Babitha Thimmaiah N Assistant Professor, Department of MBA VTU CPGS, Mysuru

12-01-2024	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-4	Work related stress and its management, Signs and Symptoms of stress, Causes and managing stress, Motivation: Meaning, Process, Types and Maslow's Hierarchy of Needs	Dr. Prakash H S, Professor, Dept. of MBA, SDMCE, Dharwad
15-01-2024	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-4	General structure of transportation problem, methods of finding initial basic feasible solution problem, (NWCM, LCM & VAM)	Dr. H H Ramesha, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
16-01-2024	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-4	Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios, Case Study on Financial Ratio Analysis(Theory and Problems)	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
17-01-2024	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-4	Sales promotion - tools and techniques. Channel Decision and Physical Distribution Decisions - Nature of Marketing Channels - Types of Channel flows. Channel functions - Functions of Distribution Channel - Structure and Design of Marketing Channels, conflict handling, strategies in channel of distribution	Dr. Preeti Patil, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
18-01-2024	7:30 - 8:30 pm	Business Communication - OMBA105	Module-4	Negotiation skills: What is negotiation, - Nature and need for negotiation- -Factors affecting negotiation - Stages of negotiation process - Negotiation strategies.	Dr. Babitha Thimmaiah N Assistant Professor, Department of MBA VTU CPGS, Mysuru
19-01-2024	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-5	Power and Politics: Meaning, Sources of power, consequences of power, Managing organizational politics, Culture: Meaning, Elements of Organizational culture, Characteristics, Types, Creating organisational culture	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
22-01-2024	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-5	Structure of projects, phases of project management -planning, scheduling, controlling phase, work breakdown structure, project control charts, network planning	Dr. H H Ramesha, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
23-01-2024	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-5	Depreciation and Emerging Issues in Accounting: Meaning of depreciation: causes of depreciation, types of depreciation. (Problems only on straight line and WDV method)	Dr. G.V.Mruthunjaya Sharma, Professor & Head, Dept. of MBA, RNSIT, Bengaluru
24-01-2024	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-5	Emerging Trends in Marketing: Marketing planning, Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing, Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing	Dr.Vasanthi Reena Williams, Professor and Head of Department, VVIET, Mysuru
25-01-2024	7:30 - 8:30 pm	Business Communication - OMBA105	Module-5	Employment communication: Introduction, - Composing Application Messages Writing CVs - Group discussions - Interview skills,	Dr. Kavitha B N/Dr. Pankajakshi R
26-01-2024	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Module-5	Organizational Change: Meaning, Characteristics, Forces responsible for change, Resistance to change, and Managing resistance to change	Dr. Shambulingappa, Associate Professor, Department of MBA, VTU CPGS, Kalaburgi
29-01-2024	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Module-5	PERT & CPM, Network components & precedence relationships, critical path analysis, probability in PERT analysis, Theory of crashing (Theory Only), Theory of Constraints (Theory only)	Dr. H H Ramesha, Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli

30-01-2024	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Module-5	Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Green Accounting, Sustainability Reporting. (Theory only)	Dr. G.V.Mruthyunjaya Sharma, Professor & Head, Dept. of MBA, RNSIT, Bengaluru
31-01-2024	7:30 - 8:30 pm	Marketing Management - OMBA104	Module-5	Marketing for Non-Profit Organisations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro marketing, Sensory marketing, societal marketing concept, premiumization	Dr.Vasanthi Reena Williams, Professor and Head of Department, VVIET, Mysuru
01-02-2024	7:30 - 8:30 pm	Business Communication - OMBA105	Module-5	Impact of Technological Advancement on Business Communication – Technology-enabled Communication, Communication networks– Intranet–Internet–E-mails–SMS teleconferencing – videoconferencing	Dr. Kavitha B N/Dr. Pankajakshi R
02-02-2024	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Review of course	Doubt Clarification	
05-02-2024	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Review of course	Doubt Clarification	
06-02-2024	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Review of course	Doubt Clarification	
07-02-2024	7:30 - 8:30 pm	Marketing Management - OMBA104	Review of course	Doubt Clarification	
08-02-2024	7:30 - 8:30 pm	Business Communication - OMBA105	Review of course	Doubt Clarification	
12-02-2024	7:30 - 8:30 pm	Management and Organisational Behaviour - OMBA101	Review of course	Doubt Clarification	
13-02-2024	7:30 - 8:30 pm	Quantitative Techniques OMBA102	Review of course	Doubt Clarification	
14-02-2024	7:30 - 8:30 pm	Accounting for Managers - OMBA103	Review of course	Doubt Clarification	
15-02-2024	7:30 - 8:30 pm	Marketing Management - OMBA104	Review of course	Doubt Clarification	
16-02-2024	7:30 - 8:30 pm	Business Communication - OMBA105	Review of course	Doubt Clarification	