



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

ನಿರ್ದೇಶನ ಅಧಿನಿಯಮ ೧೯೯೪ ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ

Visvesvaraya Technological University

(State University of Government of Karnataka Established as per the VTU Act, 1994)

"Jnana Sangama" Belagavi-590018, Karnataka, India

Centre for Distance and Online Education

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Dr. P. Sandhya
Director

VTU/MYS/CDOE/2024-25/184/3

04.11.2024

Office Order

As per Notification Ref. No.: VTU/MYS/ELC/eSP/247/1/2022-23 dated: 20.03.2023 and the recommendation of e-Content review committee, the following Course Coordinators have been nominated for the course of Bachelor of Business Administration in Digital Marketing offered by the VTU Centre for Distance and Online Education (CDOE), Mysuru.

Programme : Bachelor of Business Administration
Specialization : Digital Marketing

Sl. No.	Course Name	Names with Designation
1	Management & Organizational Behaviour	Dr. Chiranth K M, Assistant Professor
2	Business Economics	Dr. K. Shivaramana Gouda Assistant Professor
3	Fundamentals of Statistics	Dr. H H Ramesha Associate Professor
4	Principles of Marketing	Dr. Preeti Patil, Assistant Professor
5	Business Communication	Dr. Kavitha B N, Assistant Professor
6	Financial Accounting	Dr. Mohammedgous Munshi, Professor
7	Computer Applications in Business	Dr. Preeti Patil, Assistant Professor
8	Fundamentals of Digital Marketing	Prof. Sharanagoud Birardar Assistant Professor
9	Human Resources Management	Dr. Deepti Shetty Assistant Professor
10	Fundamentals of Research Methodology	Dr. Lakshminarayana K, Assistant Professor
11	Marketing Analytics	Dr. Somashekhar I C Associate Professor
12	Financial Management	Dr. Shivakumar Assistant Professor
13	Strategic Management	Dr. Pankajakshi R, Associate Professor
14	Digital Entrepreneurship	Dr. Srinivasa Murthy, Professor



15	Consumer Behaviour in Digital Era	Dr. K Shivaramana Gouda, Assistant Professor
16	Indian Constitution	Dr. H H Ramesh, Associate Professor
18	Management Information System	Dr. Pankajakshi R, Associate Professor
19	Integrated Marketing Communication	Dr. Chiranth K M, Assistant Professor
20	Brand Management in Digital Era	Prof. Anju A Nair, Assistant Professor
21	Customer Relationship Management	Dr. Lakshmi P, Associate Professor
22	Fundamentals of IoT for Business	Dr. Sharadha S, Associate Professor
23	Universal Human Values	Dr. Savita Patil, Professor

To,
The Respective Course Coordinators

Shruti
Director
DIRECTOR
VTU CDOE, Mysuru

Copy to:

1. The Hon'ble Vice Chancellor through the secretary to VC, VTU, Belagavi - for information.
2. The Registrar, VTU Belagavi - for kind information.
3. The Deputy Director, VTU CDOE, Mysuru - for kind information.
4. Assistant Director, VTU CDOE, Mysuru - for kind information.
5. The Programme Coordinator Management and Computer Application, VTU CDOE, Mysuru - for kind information.
6. Office file.