



## ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

"ವಿ ಬಿ ಯು 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/2024-25/184/1

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 Master of Business Administration in HR/MM/FM offered by the VTU Centre for Distance and Online Education (CDOE), Mysuru.

**Programme : Master of Business Administration**

**Specialization : HR/MM/FM**

Sl. No.	Course Name	Names with Designation
1	Management & Organizational Behaviour	Dr. Shambulingappa, Associate Professor
2	Quantitative Techniques	Dr. Somashekhar I C, Associate Professor
3	Accounting for Managers	Dr. Binoy Mathew, Associate Professor
4	Marketing Management	Dr. Hema Patil Associate Professor
5	Business Communication	Dr. Babitha Thimmaiah N, Assistant Professor
6	Human Resources Management	Dr. Pankajakshi R, Associate Professor
7	Corporate Strategy	Dr. T P Renuka Murthy, Professor
8	Financial Management	Dr. T Manjunath Professor
9	Business Research Methods	Dr. H H Ramesha Associate Professor
10	Entrepreneurship Development	Prof. Shailaja Kheni Assistant Professor
11	Employability & Professional Skills	Dr. Binoy Mathew, Associate Professor
12	Consumer Behaviour	Dr. K. Shivaramana Gouda, Assistant Professor
13	Services Marketing	Dr. Lakshmi P, Associate Professor
14	Strategic Brand Management	Dr. K. Shivaramana Gouda, Assistant Professor



15	Industrial Marketing	Dr. Pankajakshi R, Associate Professor
16	Financial Services & Securities Market	Dr. Veena K P, Associate Professor
17	Risk Management and Insurance	Dr. N. Chandrika, Professor
18	Behavioural Finance	Dr. Dharmananda M, Associate Professor
19	Tax Management	Dr. H H Ramesha, Associate Professor
20	Conflict & Negotiation Management	Dr. Mohan N, Associate Professor
21	Recruitment and selection	Dr. Harisha B S, Associate Professor
22	Human Resource Analytics	Dr. Bhavani Shree, Associate Professor
23	International Human Resource Management	Prof. Divya S P, Assistant Professor
24	Universal Human Values	Dr. Savita Patil, Professor
25	International Business	Prof. Steevan Robert Tellis, Assistant Professor
26	Digital & Social Media Marketing	Dr. Harisha B S, Associate Professor
27	Integrated Marketing Communication	Not opted
28	Investment Analysis & Portfolio Management	Dr. Dharmananda M, Associate Professor
29	Banking & Financial Services	Not opted
30	Compensation & Benefits	Dr. Mamatha J, Professor
31	Industrial Legislation	Not opted
32	Project Work	Dr. Preeti Patil Assistant Professor

To,  
The Respective Course Coordinators

  
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.