



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

Dr. Sandhya P
Director

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VTU/MYS/CDOE/2025-26/227/6

Date: 27.11.2025

Circular

Sub: Live Interactive Schedule for 3rd semester Post Graduate Diploma in Marketing Analytics.

Ref: VTU/MYS/CDOE/2025-26/194, Dated: 15.10.2025

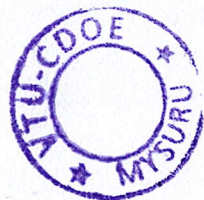
VTU/MYS/CDOE/MGMT/38/2025-26, Dated: 22.11.2025

The students of 3rd semester of Post Graduate Diploma in Marketing Analytics are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.

Programme Name : Post Graduate Diploma in Marketing Analytics				
Date	Time	Course Name & Course Code	Module	Name of the Course Expert
01-12-2025	6:00 - 7:00 pm	E-Commerce Marketing (OPGDMA305)	Module-1	Dr. Vasanthi Reena Williams, Professor & Head of Dept of MBA., VVIET, Mysuru
01-12-2025	7:00 - 8:00 pm	Sales Management (OPGDMA303)	Module-1	Dr. Srinivas Murthy, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
03-12-2025	6:00 - 7:00 pm	Digital Entrepreneurship (OPGDMA301)	Module-1	Dr. N. Chandrika, Professor, Dept. of MBA, CMRIT, Bengaluru
03-12-2025	7:00 - 8:00 pm	Consumer Neuroscience (OPGDMA304)	Module-1	Prof. Divya S P, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
04-12-2025	6:00 - 7:00 pm	Developing Employability (OPGDMA302)	Module-2	Dr. Dharmananda M, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
10-12-2025	6:00 - 7:00 pm	E-Commerce Marketing (OPGDMA305)	Module-2	Dr. Vasanthi Reena Williams, Professor & Head of Dept of MBA., VVIET, Mysuru
27-12-2025	6:00 - 7:00 pm	Digital Entrepreneurship (OPGDMA301)	Module-2	Dr. N. Chandrika, Professor, Dept. of MBA, CMRIT, Bengaluru
27-12-2025	7:00 - 8:00 pm	Consumer Neuroscience (OPGDMA304)	Module-2	Prof. Divya S P, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga



29-12-2025	6:00 - 7:00 pm	Developing Employability (OPGDMA302)	Module-2	Dr. Dharmananda M, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
30-12-2025	7:00 - 8:00 pm	Sales Management (OPGDMA303)	Module-2	Dr. Srinivas Murthy, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
10-01-2026	7:00 - 8:00 pm	Consumer Neuroscience (OPGDMA304)	Module-3	Prof. Divya S P, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
12-01-2026	6:00 - 7:00 pm	Developing Employability (OPGDMA302)	Module-3	Dr. Binoy Mathew, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
12-01-2026	7:00 - 8:00 pm	Sales Management (OPGDMA303)	Module-3	Dr. Srinivas Murthy, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
13-01-2026	6:00 - 7:00 pm	Digital Entrepreneurship (OPGDMA301)	Module-3	Dr. N. Chandrika, Professor, Dept. of MBA, CMRIT, Bengaluru
13-01-2026	7:00 - 8:00 pm	E-Commerce Marketing (OPGDMA305)	Module-3	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
16-01-2026	6:00 - 7:00 pm	Digital Entrepreneurship (OPGDMA301)	Module-4	Dr. N. Chandrika, Professor, Dept. of MBA, CMRIT, Bengaluru
16-01-2026	7:00 - 8:00 pm	Consumer Neuroscience (OPGDMA304)	Module-4	Prof. Divya S P, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
19-01-2026	6:00 - 7:00 pm	Developing Employability (OPGDMA302)	Module-4	Dr. Binoy Mathew, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
19-01-2026	7:00 - 8:00 pm	Sales Management (OPGDMA303)	Module-4	Dr. Srinivas Murthy, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
22-01-2026	6:00 - 7:00 pm	E-Commerce Marketing (OPGDMA305)	Module-4	Prof. Divya S P, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
27-01-2026	6:00 - 7:00 pm	Digital Entrepreneurship (OPGDMA301)	Module-5	Dr. N. Chandrika, Professor, Dept. of MBA, CMRIT, Bengaluru
27-01-2026	7:00 - 8:00 pm	Consumer Neuroscience (OPGDMA304)	Module-5	Prof. Divya S P, Assistant Professor, Dept. of MBA, JNN College of Engineering, Shivamogga



28-01-2026	6:00 - 7:00 pm	Developing Employability (OPGDMA302)	Module-5	Dr. Binoy Mathew, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
28-01-2026	7:00 - 8:00 pm	Sales Management (OPGDMA303)	Module-5	Dr. Srinivas Murthy, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga
29-01-2026	6:00 - 7:00 pm	E-Commerce Marketing (OPGDMA305)	Module-5	Prof. Divya S P, Assistant Professor, Dept. of MBA, JNNCE, Shivamogga

To,

The Student of the 3rd semester Post Graduate Diploma in Marketing Analytics.

Please Note:

- The Interactive Live Lecture Schedule maybe modified as per the Notification of MHRD/ UGC/ AICTE/ State Government issue guidelines time to time.
- For any queries contact @ 0821 - 2570223 or Email: vtucode@gmail.com
- For regular updates visit <https://onlinedegree.vtu.ac.in/>

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. Office file.


Director
DIRECTOR
VTU CDOE, Mysuru