



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

"ವಿ ಟಿ 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 (CDOE)

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VTU/MYS/CDOE/2025-26/227/8

Date: 27.11.2025

Circular

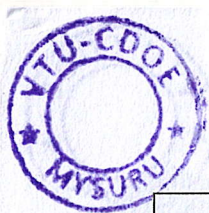
Sub: Live Interactive Schedule for 3rd semester BBA in Digital Marketing.

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

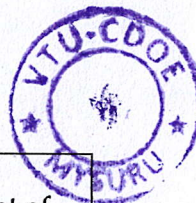
VTU/MYS/CDOE/MGMT/38/2025-26, Dated: 22.11.2025

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

Programme Name : BBA in Digital Marketing				
Date	Time	Course Name & Course Code	Module	Name of the Course Expert
03-12-2025	6:00 - 7:00 pm	Marketing Analytics (OBBD301)	Module-1	Dr. Somashekhar I C, Associate Professor, Dept. of MBA, Vidyavardhaka College of Engineering, Mysuru
03-12-2025	7:00 - 8:00 pm	Financial Management (OBBD302)	Module-1	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
04-12-2025	6:00 - 7:00 pm	Consumer Behavior in Digital Era (OBBD305)	Module-1	Dr. K. Shivaramana Gouda, Assistant Professor, Dept. of MBA, VTU CPGS, Kalaburgi
04-12-2025	7:00 - 8:00 pm	Digital Entrepreneurship (OBBD304)	Module-1	Dr. Srinivas Murthy, Assistant Professor, Dept. of MBA, JNN College of Engineering, Shimoga
05-12-2025	6:00 - 7:00 pm	Strategic Management (OBBD303)	Module-1	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
05-12-2025	7:00 - 8:00 pm	Indian Constitution (OBBD306)	Module-1	Dr. H H Ramesha, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
27-12-2025	6:00 - 7:00 pm	Marketing Analytics (OBBD301)	Module-2	Dr. Somashekhar I C, Associate Professor, Dept. of MBA, Vidyavardhaka College of Engineering, Mysuru
27-12-2025	7:00 - 8:00 pm	Financial Management (OBBD302)	Module-2	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
29-12-2025	6:00 - 7:00 pm	Consumer Behavior in Digital Era (OBBD305)	Module-2	Dr. K. Shivaramana Gouda, Assistant Professor, Dept. of MBA, VTU CPGS, Kalaburgi



29-12-2025	7:00 - 8:00 pm	Digital Entrepreneurship (OBBD304)	Module-2	Dr. Srinivas Murthy, Assistant Professor, Dept. of MBA, JNN College of Engineering, Shimoga
30-12-2025	6:00 - 7:00 pm	Strategic Management (OBBD303)	Module-2	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
30-12-2025	7:00 - 8:00 pm	Indian Constitution (OBBD306)	Module-2	Dr. H H Ramesha, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
10-01-2026	6:00 - 7:00 pm	Marketing Analytics (OBBD301)	Module-3	Dr. Somashekhar I C, Associate Professor, Dept. of MBA, Vidyavardhaka College of Engineering, Mysuru
10-01-2026	7:00 - 8:00 pm	Financial Management (OBBD302)	Module-3	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
12-01-2026	6:00 - 7:00 pm	Consumer Behavior in Digital Era (OBBD305)	Module-3	Dr. K. Shivaramana Gouda, Assistant Professor, Dept. of MBA, VTU CPGS, Kalaburgi
12-01-2026	7:00 - 8:00 pm	Digital Entrepreneurship (OBBD304)	Module-3	Prof. Anju A Nair, Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
13-01-2026	6:00 - 7:00 pm	Strategic Management (OBBD303)	Module-3	Dr. Shivaramana Gouda, Assistant Professor, Dept. of MBA, VTU CPGS, Kalaburagi
13-01-2026	7:00 - 8:00 pm	Indian Constitution (OBBD306)	Module-3	Dr. Sree Krishna Bharadwaj H. Assistant Professor, Department of Law, Vijayanagara Sri Krishnadevaraya University, Bellari
16-01-2026	6:00 - 7:00 pm	Marketing Analytics (OBBD301)	Module-4	Prof. Akshatha M, Assistant Professor, Dept. of CSE, Vidyavardhaka College of Engineering, Mysuru
16-01-2026	7:00 - 8:00 pm	Financial Management (OBBD302)	Module-4	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
19-01-2026	6:00 - 7:00 pm	Consumer Behavior in Digital Era (OBBD305)	Module-4	Prof. Anju A Nair, Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
19-01-2026	7:00 - 8:00 pm	Digital Entrepreneurship (OBBD304)	Module-4	Prof. Anju A Nair, Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
20-01-2026	6:00 - 7:00 pm	Strategic Management (OBBD303)	Module-4	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli



20-01-2026	7:00 - 8:00 pm	Indian Constitution (OBBD306)	Module-4	Dr. Sree Krishna Bharadwaj H. Assistant Professor, Department of Law, Vijayanagara Sri Krishnadevaraya University, Bellari
27-01-2026	6:00 - 7:00 pm	Marketing Analytics (OBBD301)	Module-5	Prof. Akshatha M, Assistant Professor, Dept. of CSE, Vidyavardhaka College of Engineering, Mysuru
27-01-2026	7:00 - 8:00 pm	Financial Management (OBBD302)	Module-5	Dr. Shivakumar, Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
28-01-2026	6:00 - 7:00 pm	Consumer Behavior in Digital Era (OBBD305)	Module-5	Prof. Anju A Nair , Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
29-01-2026	6:00 - 7:00 pm	Strategic Management (OBBD303)	Module-5	Dr. Pankajakshi R, Associate Professor, Dept. of MBA, VTU CPGS, Muddenahalli
29-01-2026	7:00 - 8:00 pm	Indian Constitution (OBBD306)	Module-5	Dr. Sree Krishna Bharadwaj H. Assistant Professor, Department of Law, Vijayanagara Sri Krishnadevaraya University, Bellari
30-01-2026	7:00 - 8:00 pm	Digital Entrepreneurship (OBBD304)	Module-5	Dr. Srinivas Murthy , Assistant Professor, Dept. of MBA, JNN College of Engineering, Shimoga

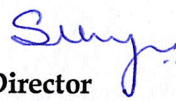
To,

The Student of the 3rd semester BBA in Digital Marketing.

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/>

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. Office file.