



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

Hanchya, Sathagalli Layout (Ring Road), Mysuru-570019

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Dr. P. Sandhya
Director

VTU/MYS/CDOE/2025-26/223/21

Date: 24.11.2025

Office Order

With reference to the approval from Hon'ble Vice Chancellor vide Para No. 24 Dated: 19.06.2026 (Ref. No.: VTU/MYS/CDOE/2025-26/337 dated: 02.03.2026) and the recommendation from 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, 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, 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, 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, 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	Investment Analysis & Portfolio Management	Dr. Dharmananda M, Associate Professor
28	Compensation & Benefits	Dr. Mamatha J, Professor
29	Project Work	Dr. Preeti Patil Assistant Professor



Singh

Director

To,

The Course Coordinators

Master of Business Administration in HR/MM/FM

DIRECTOR
VTU CDOE, Mysuru

Copy to:

1. The Hon'ble Vice Chancellor through the secretary to VC, VTU, Belagavi - for information.
2. The Registrar through the PS to 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.