

KL CENTRE FOR DISTANCE & ONLINE EDUCATION
MBA DIGITAL MARKETING

S.No	Semester	Course Title	Name of the Faculty	E-Learning Material	Prepared on	Updated On	E-Learning Material	Prepared on	Updated On
1	SEM I	POM & Organizational Behaviour	Dr. Ravi Avuldar	e-Content, Discussion Forum & Assessments	July 2020	April 2023	e-Tutorial	September 2020	June 2023
2		Business Environment	Dr. R. S. V. Rama Swathi	e-Content, Discussion Forum & Assessments	July 2020	April 2023	e-Tutorial	September 2020	June 2023
3		Financial and Management Accounting	Dr. K. Hema Divya	e-Content, Discussion Forum & Assessments	July 2020	April 2023	e-Tutorial	September 2020	June 2023
4		Quantitative Methods	Dr. J. Venkata Ramana	e-Content, Discussion Forum & Assessments	August 2020	April 2023	e-Tutorial	October 2020	June 2023
5		Business Economics	Dr. Neti Subrahmanyam Dr. N. Subramanian	e-Content, Discussion Forum & Assessments	September 2020	April 2023	e-Tutorial	November 2020	June 2023
6		Marketing Management	Dr. B. Kishore Babu M. V. A. L. Narasimha Rao Dr. N. Bindu Madhavi Dr. R. Pradeep Kumar Patnaik Dr. Sabbineni Poojitha	e-Content, Discussion Forum & Assessments	August 2020	April 2023	e-Tutorial	October 2020	June 2023
7		Logical Thinking Skills For Managers	A. Sudheer	e-Content, Discussion Forum & Assessments	July 2020	April 2023	e-Tutorial	September 2020	June 2023

8		Business Legislation	Dr. Rishika Seal	e-Content, Discussion Forum & Assessments	September 2020	June 2023	e-Tutorial	November 2020	August 2023
9	SEM II	Design Thinking and Innovation	Dr. R. Pradeep Kumar Patnaik	e-Content, Discussion Forum & Assessments	July 2020	June 2023	e-Tutorial	September 2020	August 2023
10		Introduction to Business Analysis & R Programming	Dr. Akondi Srikanth	e-Content, Discussion Forum & Assessments	August 2020	June 2023	e-Tutorial	October 2020	August 2023
11		Business Research Methodology	Dr. Sabbineni Poojitha	e-Content, Discussion Forum & Assessments	September 2020	June 2023	e-Tutorial	November 2020	August 2023
12		Human Resource Management	Dr. Sundari Dadhabaj	e-Content, Discussion Forum & Assessments	September 2020	June 2023	e-Tutorial	November 2020	August 2023
13		Financial Management	Dr S. Venkata Ramana Dr K S Venkateswara Kumar Dr V. N Sailaja Dr K. Hema Divya	e-Content, Discussion Forum & Assessments	August 2020	June 2023	e-Tutorial	October 2020	August 2023
14		Operations Management	U. K. Shukla	e-Content, Discussion Forum & Assessments	August 2020	June 2023	e-Tutorial	October 2020	August 2023
15		Information Systems and ERP	Dr. R. S. V. Rama Swathi	e-Content, Discussion Forum & Assessments	July 2020	June 2023	e-Tutorial	September 2020	August 2023
16		Professional Skills for Managers	Mr. Aditya Subrahmanyam	e-Content, Discussion Forum & Assessments	July 2020	August 2023	e-Tutorial	September 2020	October 2023

17	III	Strategic Management	Dr. Sundari Dadhabai	e-Content, Discussion Forum & Assessments	February 2021	August 2023	e-Tutorial	April 2021	October 2023
18		Entrepreneurship & Family Business	Dr. K. V. V. Raju	e-Content, Discussion Forum & Assessments	April 2021		e-Tutorial	June 2021	
19		Elective 1	Given Below				e-Tutorial		
20		Elective 2	Given Below				e-Tutorial		
21		Elective 3	Given Below				e-Tutorial		
22		Elective 4	Given Below				e-Tutorial		
23		Sectoral Elective 1	Given Below			October 2023	e-Tutorial		December 2023
24	IV	Business Ethics & Corporate Governance	Dr. Vamsi Krishna	e-Content, Discussion Forum & Assessments	July 2021	October 2023	e-Tutorial	September 2021	December 2023
25		Leadership in organizations	Dr. Sundari Dadhabai	e-Content, Discussion Forum & Assessments	April 2021		e-Tutorial	June 2021	

26		Elective 5	Given Below				e-Tutorial		
27		Elective 6	Given Below				e-Tutorial		
28		Elective 7	Given Below				e-Tutorial		
29		Elective 8	Given Below				e-Tutorial		
30		Sectoral Elective 2	Given Below				e-Tutorial		
31	DIGITAL MARKETING ELECTIVES	Media Planning	Dr. Pradeep Kumar Patnaik	e-Content, Discussion Forum & Assessments	February 2021	August 2023	e-Tutorial	April 2021	October 2023
32		Search Engine Optimization	Dr.TVSS Swathi	e-Content, Discussion Forum & Assessments	March 2021	August 2023	e-Tutorial	May 2021	October 2023
33		Affiliate Marketing	Dr. Pradeep Kumar Patnaik	e-Content, Discussion Forum & Assessments	July 2021	August 2023	e-Tutorial	September 2021	October 2023
34		Social Media Marketing & Analytics	Dr.Ramaswathi	e-Content, Discussion Forum & Assessments	May 2021	August 2023	e-Tutorial	July 2021	October 2023

35		Mobile Marketing	Dr. Pradeep Kumar Patnaik	e-Content, Discussion Forum & Assessments	March 2021	October 2023	e-Tutorial	May 2021	December 2023
36		E-Mail & Content Marketing	Dr. Daniel P	e-Content, Discussion Forum & Assessments	February 2021	October 2023	e-Tutorial	April 2021	December 2023
37		E Commerce	Dr. TVSS Swathi	e-Content, Discussion Forum & Assessments	June 2021	October 2023	e-Tutorial	September 2021	December 2023
38		Digital PR & Corporate Communication	Dr. Ramaswathi	e-Content, Discussion Forum & Assessments	July 2021	October 2023	e-Tutorial	September 2021	December 2023
39	Sectoral Specialization - Banking	Overview of Banking	Dr.V.N.Sailaja	e-Content, Discussion Forum & Assessments	March 2021	June 2023	e-Tutorial	May 2021	August 2023
40		Banking Service Operations	Dr.K.V.V.Raju	e-Content, Discussion Forum & Assessments	June 2021	June 2023	e-Tutorial	September 2021	August 2023
41	Sectoral Specialization - Retailing	Overview of Retailing	Dr.A. Udayashankar	e-Content, Discussion Forum & Assessments	March 2021	June 2023	e-Tutorial	May 2021	August 2023
42		Management of Retail Operations (5)	Dr. S.Ramesh babu	e-Content, Discussion Forum & Assessments	June 2021	June 2023	e-Tutorial	September 2021	August 2023
43	Sectoral Specialization - Healthcare	Overview of Health Care Management	Dr.K.Anusha	e-Content, Discussion Forum & Assessments	March 2021	June 2023	e-Tutorial	May 2021	August 2023
44		Management of Healthcare Operations	Dr.B.Kishore Babu	e-Content, Discussion Forum & Assessments	June 2021	June 2023	e-Tutorial	September 2021	August 2023

Director-KLCDOE
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