



# जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राया-सूचानी, बागला, जिला सांबा-181143 जम्मू, जम्मू एवं कश्मीर  
Rahya- Suchani (Bagla), District Samba-181143, Jammu (J & K)

No. CUJ/Acad./II-14/2/2022502

August, 2021

## NOTIFICATION No. 27/2022

**Sub:** Course Scheme and Syllabus of 1<sup>st</sup> to 4<sup>th</sup> Semester of MBA in Marketing Management w.e.f. Academic Session 2022-23 – Reg.

It is hereby notified for the information of all concerned that on the recommendation of the Board of Studies of Department of Marketing and Supply Chain Management and Dean, School of Business Studies, the Competent Authority in anticipation of approval of Academic Council has approved the following Course Scheme and Syllabus of 1<sup>st</sup> to 4<sup>th</sup> Semester of MBA in Marketing Management w.e.f. Academic Session 2022-23.

### Semester – I

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core Courses</b>						
MMBM1C001T	Management Fundamentals	3	25	25	50	100
MMBM1C002T	Management Accounting	3	25	25	50	100
MMBM1C003T	Statistical Approaches in Marketing	3	25	25	50	100
MMBM1C004T	Managerial Economics	3	25	25	50	100
<b>Skill Enhancement Course / Value Addition Course (Any One)</b>						
MMBM1C005T	Communication for Professional Excellence	2	12.5	12.5	25	50
MMBM1C006T	Cultural and Philosophical Foundations of Management					
<b>Open Elective Courses</b>						
#	Open Elective Course - I	4	25	25	50	100
#	Open Elective Course - II	4	25	25	50	100
<b>Total</b>		<b>22</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>650</b>

### List of Open Elective Courses offered by Department of Marketing Management

Sr. No.	Course Code	Course Name	Nature of Oper. Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBM1O001T	Organizational Behaviour	OEC	4	25	25	50	100
2.	MMBM1O002T	Business Environment	OEC	4	25	25	50	100
3.	MMBM1O003T	Entrepreneurship, Creativity and Innovation	OEC	4	25	25	50	100

### Semester – II

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core Courses</b>						
MMBM1C007T	Operations Management	3	25	25	50	100
MMBM1C008T	Financial Management	3	25	25	50	100
MMBM1C009T	Human Resource Management	3	25	25	50	100
MMBM1C010T	Business Law	3	25	25	50	100
<b>Skill Enhancement Course / Value Addition Course (Any One)</b>						
MMBM1C011T	Indian Ethos and Business Ethics	2	12.5	12.5	25	50
MMBM1C012T	Value Based Marketing Leadership					
<b>Open Elective Courses</b>						
#	Open Elective Course - III	4	25	25	50	100
#	Open Elective Course - IV	4	25	25	50	100
<b>Total</b>		<b>22</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>650</b>

8

**List of Open Elective Courses offered by Department of Marketing Management**

Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBM1O004T	Marketing Management	OEC	4	25	25	50	100
2.	MMBM1O005T	Research Methodology	OEC	4	25	25	50	100
3.	MMBM1O006T	International Business	OEC	4	25	25	50	100

**Semester – III**

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core Courses</b>						
MMBM2C001T	Consumer Behaviour	4	25	25	50	100
MMBM2C002T	Strategic Management	4	25	25	50	100
<b>Ability Enhancement/Audit/Qualifying Courses (Any One)</b>						
MMBM2C003T	Written Analysis of Cases/Articles	-	-	-	-	-
MMBM2C004T	Academic and Report Writing	-	-	-	-	-
<b>Open Elective Courses</b>						
MMBM2O001P	Project / Field Work	4	-	-	-	100
#	Open Elective Course - I	4	25	25	50	100
#	Open Elective Course - II	4	25	25	50	100
#	Open Elective Course - III	4	25	25	50	100
<b>Total</b>		<b>24</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>600</b>

**List of Open Elective Courses offered by Department of Marketing Management**

Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBM2O001T	Retail Management	OEC	4	25	25	50	100
2.	MMBM2O002T	Advertising and Sales Promotion	OEC	4	25	25	50	100
3.	MMBM2O003T	Integrated Marketing Communication	OEC	4	25	25	50	100
4.	MMBM2O004T	Digital Marketing	OEC	4	25	25	50	100
5.	MMBM2O005T	Essentials of Supply Chain Management	OEC	4	25	25	50	100
6.	MMBM2O006T	Total Quality Management	OEC	4	25	25	50	100
7.	MMBM2O007T	Decision Science	OEC	4	25	25	50	100
8.	MMBM2O008T	Marketing Analytics	OEC	4	25	25	50	100
9.	MMBM2O009T	Industrial Marketing	OEC	4	25	25	50	100
10.	MMBM2O002P	Project on Consumer Behaviour	OEC	4	-	-	-	100

**Semester – IV**

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core Courses</b>						
MMBM2C005T	Global Marketing	4	25	25	50	100
MMBM2C006T	Entrepreneurship Development	4	25	25	50	100
<b>Ability Enhancement/Audit/Qualifying Course</b>						
MMBM2C007T	Intellectual Property Rights	-	-	-	-	-
<b>Open Elective Courses</b>						
#	Open Elective Course - IV	4	25	25	50	100
#	Open Elective Course - V	4	25	25	50	100
#	Open Elective Course - VI	4	25	25	50	100
#	Open Elective Course - VII	4	25	25	50	100
<b>Total</b>		<b>24</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>600</b>

8

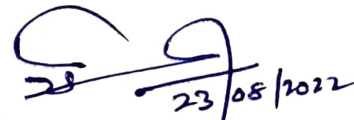
**List of Open Elective Courses offered by Department of Marketing Management**

Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBM2O010T	Product and Brand Management	OEC	4	25	25	50	100
2.	MMBM2O011T	Marketing of Services	OEC	4	25	25	50	100
3.	MMBM2O012T	Customer Relationship Management	OEC	4	25	25	50	100
4.	MMBM2O013T	Green Marketing	OEC	4	25	25	50	100
5.	MMBM2O014T	International Marketing	OEC	4	25	25	50	100
6.	MMBM2O015T	Agriculture and Rural Marketing	OEC	4	25	25	50	100
7.	MMBM2O016T	Purchasing and Materials Management	OEC	4	25	25	50	100
8.	MMBM2O017T	Advanced Supply Chain Management	OEC	4	25	25	50	100
9.	MMBM2O018T	Logistics and Distribution Management	OEC	4	25	25	50	100
10.	MMBM2O003P	Project on Digital Marketing	OEC	4	-	-	-	100

**NOTE:** Learners have an option to exit after one year with Post Graduate Diploma in Business Administration (Marketing Management)

**\*\*MOOC COURSES to be opted as per availability on Swayam Platform**

**\*\*Credit transfer upto 40% allowed/as per University Policy**

  
23/08/2022

(Dr. Yashwant Singh)

**Registrar (I/c)**

registrar@cuajammu.ac.in

01923 – 249658

**Encl:** Syllabus of 1<sup>st</sup> to 4<sup>th</sup> Semester

**To:** Head, Department of Marketing and Supply Chain Management

**Copy to:** Controller of Examinations