



जम्मू केंद्रीय विश्वविद्यालय
Central University of Jammu
राया-सूचानी(बागला), जिलासांबा -181143, जम्मू (जम्मूएवंकश्मीर)
Rahya-Suchani (Bagla), District Samba-181143, Jammu (J&K), India

No.CUJ/MSCM/2024/195

Dated: 06.03.2024

Department of Marketing and Supply Chain Management

Assistant Registrar
Academic Branch
Central University of Jammu

Subject: Request to Notify the Revised Course Structure as per Notification No.17/2024 (No.CUJ/Acad /38/2023/87) dated 02.02.2024 and Approve by Board of Studies

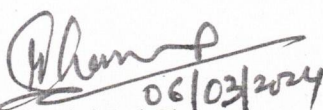
Sir,

Reference is made to the subject cited above, find attached the revised course structure of MBA (Marketing Management) for the academic session 2023-25. The revision has been carried out in the faculty meeting of the department of Marketing and SCM and has been duly approved in the 11th Meeting of Board of Studies (by circulation).

You are requested to notify the revised structure.

Thanking you,

Sincerely yours,


06/03/2024
Prof. Ajai Pal Sharma
Head, Department of MSCM

विपणन एवं श्रृंखला आपूर्ति प्रबंधन विभाग/
Department of Marketing & Supply Chain Management
जम्मू केंद्रीय विश्वविद्यालय/Central University of Jammu

MINUTES OF THE 11TH MEETING OF BOARD OF STUDIES OF DEPARTMENT OF MARKETING AND SUPPLY
CHAIN MANAGEMENT, SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY OF JAMMU, RAHYA-
SUCHANI (BAGLA), SAMBA, 5TH MARCH 2024
(BY CIRCULATION)

1. Concurrence to the Agenda Item was sought from following by circulation:

1. **Prof. Ajal Pal Sharma**
Head, Department of Marketing & SCM
Central University of Jammu
2. **Dr. Anil Gupta**
Director, School of Hospitality & Tourism Management
University of Jammu
3. **Dr. Neelika Arora**
Assistant Professor
Department of HRM & OB
Central University of Jammu
4. **Dr. Anju Thapa**
Assistant Professor
Department of Marketing & SCM
Central University of Jammu

BOS-11th (C)/ Item No. 01

To consider confirmation of minutes of 10th BoS meeting held on 30th December 2023

2. Resolved that the Minutes of 10th BoS meeting held on 30th December 2023 be confirmed (Annexure-I).

BOS-11th (C)/Item No. 02

To consider minutes of Departmental meeting held on 14th February 2024

3. Resolved that the Minutes of Departmental meeting held on 14th February 2024 be confirmed as per (Annexure-II)

5. Resolved to consider minutes of 1st Research Advisory Committee Meeting of PhD (Marketing Management) Scholar(s) of Batch 2022-23 held on 22-12-2023

| Roll No | Scholar Name | Date of Admission | Remarks |
|----------|--|-------------------|-----------------------------|
| 22PMSM01 | Mr. Mukesh Kumar | 23-07-2022 | Title and Synopsis Approved |
| | ETHICAL PERCEPTION OF ONLINE RETAILING AND ITS IMPACT ON CONSUMER TRUST AND REPURCHASE INTENTION | | |
| 22PMSM02 | Mr. Parveen Yadav | 19-07-2022 | Title and Synopsis Approved |
| | INFLUENCE OF SUSTAINABLE MARKETING DETERMINANTS ON PURCHASE BEHAVIOUR OF CONSUMERS | | |

BOS-10th/Item No. 04

To consider course structure and syllabi of PhD (Marketing Management) Programme for academic session 2023-24

6. Resolved to consider course structure and syllabi of PhD (Marketing Management) Programme for academic session 2023-24 as per Annexure-II

BOS-10th/Item No. 05

To consider revised course structure of MBA (Marketing Management) Programme for academic session 2023-24 applicable for Batches 2023-25.

7. Resolved to consider revised course structure of MBA (Marketing Management) Programme for academic session 2023-24 applicable for Batch 2023-25 as per Annexure-III

BOS-10th/Item No. 06

To consider Panel of external examiners for thesis evaluation of PhD (Marketing Management) Batch 2020-21

8. Resolved to consider Panel of external examiners for thesis evaluation of PhD (Marketing Management) Batch 2020-21 as recommended by Departmental Research Committee Meeting held on 19th December 2023. The details of sealed envelopes of Panel of external examiners are reflected against name of each scholar.

| Roll No | Name of the Scholar | Remarks |
|---------|---------------------|--|
| 0251520 | Kiran Bedi | Panel of external examiners enclosed in sealed envelope -I |
| 0551520 | Sahil Chauhan | Panel of external examiners enclosed in sealed envelope -II |
| 0351520 | Mrinal Kanti Mahato | Panel of external examiners enclosed in sealed envelope -III |

The meeting ended with a vote of thanks by the chair.

As per advice of Dean, SBS, panel of examiners (sealed envelopes) have been retained by the concerned supervisors and shall be submitted at the time of thesis submission.

(Signature)
(Dr. P. S. Sharma)

(Signature)
(Dr. Anil Gupta)

(Signature)
(Dr. Anil Gupta)

(Signature)
(Dr. Anil Gupta)

Annexure 'A'

REVISED COURSE STRUCTURE OF MASTER OF BUSINESS ADMINISTRATION-MARKETING MANAGEMENT (MBA-MM)
for the Academic Year 2023-25

Reference: Notification No 17/2024 (No.: CUJ/Acad/38/2023/87 Dated 02-02-2024)

Semester - I

| Course Code | Course Title | Credit | CIA | MT | MJ | TM |
|---|-------------------------------------|-----------|----------|----------|----------|------------|
| Core Courses | | | | | | |
| | Management Fundamentals | 4 | 20 | 30 | 50 | 100 |
| | Management Accounting | 4 | 20 | 20 | 50 | 100 |
| | Statistical Approaches in Marketing | 4 | 20 | 20 | 50 | 100 |
| | Managerial Economics | 4 | 20 | 20 | 50 | 100 |
| Open Elective Courses (Skill Enhancement Course / Value Addition Course) or SWAYAM platform - MOOC Courses | | | | | | |
| # | Open Elective Courses | 10 | - | - | - | 250 |
| | Total | 26 | - | - | - | 650 |

Semester - II

| Course Code | Course Title | Credit | CIA | MT | MJ | TM |
|---|---------------------------|-----------|----------|----------|----------|------------|
| | Operations Management | 4 | 20 | 30 | 50 | 100 |
| | Financial Management | 4 | 20 | 30 | 50 | 100 |
| | Human Resource Management | 4 | 20 | 30 | 50 | 100 |
| | Business Law | 4 | 20 | 30 | 50 | 100 |
| Open Elective Courses (Skill Enhancement Course / Value Addition Course) or SWAYAM platform - MOOC Courses | | | | | | |
| # | Open Elective Courses | 10 | - | - | - | 250 |
| | Total | 26 | - | - | - | 650 |

Semester - III

| Course Code | Course Title | Credit | CIA | MT | TM | TM |
|--|-----------------------|-----------|----------|----------|----------|------------|
| | Consumer Behaviour | 4 | 20 | 30 | 50 | 100 |
| | Strategic Management | 4 | 20 | 30 | 50 | 100 |
| Open Elective Courses (Ability Enhancement Course/Audit/Qualifying Courses) or SWAYAM platform - MOOC Courses | | | | | | |
| # | Open Elective Courses | 16 | - | - | - | 400 |
| | Total | 24 | - | - | - | 600 |

Semester - IV (OPTION-I)

| Course Code | Course Title | Credit | CIA | MT | TM | TM |
|--|------------------------------|-----------|----------|----------|----------|------------|
| | Global Marketing | 4 | 20 | 30 | 100 | 100 |
| | Entrepreneurship Development | 4 | 20 | 30 | 100 | 100 |
| Open Elective Courses (Ability Enhancement Course/Audit/Qualifying Courses) or SWAYAM platform - MOOC Courses | | | | | | |
| # | Open Elective Courses | 16 | - | - | - | 400 |
| | Total | 24 | - | - | - | 600 |

Semester - IV (OPTION-II)

| Course Code | Course Title | Credit | CIA | MT | MJ | TM |
|-------------|--------------------|-----------|----------|----------|----------|------------|
| | Dissertation (OJT) | 20 | - | - | - | 500 |
| | Viva Voce | 04 | - | - | - | 100 |
| | Total | 24 | - | - | - | 600 |

Agust

SL

19/02/2024
प्रो. अजय पाल शर्मा/Prof. Ajai Pal Sharma
विभागाध्यक्ष/Head of the Department
विपणन एवं शृंखला आपूर्ति विभाग
Department of Marketing & Supply Chain Management
जम्मू केन्द्रीय विश्वविद्यालय/Central University of Jammu

hod mscm <hod.mscm@cuammu.ac.in>

Request for Approval of Minutes of BoS Meeting by Circulation

4 messages

HOD M&SCM <hod.mscm@cuammu.ac.in>

To: Anil Gupta <anil1975@gmail.com>, Neelika Arora <neelika.mscm@cuammu.ac.in>, Anju Thapa <anju.mscm@cuammu.ac.in>

Tue, Mar 5, 2024 at 3:01 PM

Members, Board of Studies
Department of Marketing and Supply Chain Management
Central University of Jammu
Rahya-Suchani, Samba


Subject: Request for Approval of Minutes of BoS by Circulation

Dear Members,

It is submitted that a meeting of the School Board, School of Business Studies has been scheduled on 07.03.2024. In this regard, I request all the esteemed members to approve the agenda items (Approval of minutes of 10th BoS & Approval of revised course structure of MBA) (attached) by circulation so as to enable us to put up the same for further approval in the forthcoming meeting of the School Board on 07.03.2024.

Kind regards,

Prof. Ajai Pal Sharma
Head, Department of Marketing and SCM
Central University of Jammu

 **Board of Studies Meeting by Circulation.pdf**
2303K

Anju Thapa <anju.mscm@cuammu.ac.in>

To: HOD M&SCM <hod.mscm@cuammu.ac.in>

Tue, Mar 5, 2024 at 3:23 PM

Approved from my side.

Warm regards
Dr. Anju Thapa

[Quoted text hidden]

Anil Gupta <anil1975@gmail.com>

To: HOD M&SCM <hod.mscm@cuammu.ac.in>

Wed, Mar 6, 2024 at 8:36 AM

Cc: Neelika Arora <neelika.mscm@cuammu.ac.in>, Anju Thapa <anju.mscm@cuammu.ac.in>

Dear Sir

The minutes stands confirmed from my end. However, as I understand that from academic session 2024-25 onwards the new course structure as discussed in the presence of HVC will be applicable for the program.

Warm Regards
Dr. Anil Gupta
University of Jammu
[Quoted text hidden]

Neelika Arora <neelika.mscm@cuammu.ac.in>

To: HOD M&SCM <hod.mscm@cuammu.ac.in>

Wed, Mar 6, 2024 at 9:04 AM

confirmed from my end please. However, it is requested that my designation and department may be rectified before onward submission please.

regards

Neelika