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Department of Marketing and Supply Chain Management
Minutes of the Meeting
BoS – 18 August 2018
Venue: Temporary Academic Block (TAB)
Central University of Jammu

The following Agenda Items were put across the members of BoS and decisions were taken as detailed below. The members were also informed about the change in the nomenclature of the course from MBA-SCM to MBA-MM.

1. Removing of 36-hours Workshop on Supply Chain Management from Sem-II and Sem-IV for the batch 2017-19. --- Approved by the BoS Members
2. To endorse the decision of the Head to remove the 36-hours Workshop on Supply Chain Management for Sem-IV for Batch 2016-18. --- Approved by the BoS Members
3. Modifying / Restructuring of Course Scheme for Sem- I & Sem – II as per Annexure-I. --- Approved by the BoS Members
4. Modifying / Restructuring of Course Syllabus for Sem- I & Sem – II as per Annexure-II. --- Approved by the BoS Members
5. Expert Panel for paper Setters – Approved that the same be executed at HoD Level and the same be informed to BoS on circulation via email, etc..

The meeting ended with a positive note.

Alu Shaur
18/8/18
18/8/2018
18/8/2018

18/8/2018
18/8/2018



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. 4-16/CUJ/Reg/Acad/SCM/2016/466

31st October, 2018

NOTIFICATION No. 65/2018

Sub: Course Scheme and Syllabus of 1st to 2nd Semester of MBA in Marketing Management w.e.f. Academic Session 2018-19 – Reg.

Ref: Notification No. 4-8/CUJ/Reg/2016/477 dated 07.09.2017

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, the Academic Council has approved the following Course Scheme and Syllabus of 1st to 2nd Semester of MBA in Marketing Management w.e.f. Academic Session 2018-19.

Semester 1st

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
PGSMM1C001T	Organizational Behaviour	4	25	25	50	100
PGSMM1C002T	Business Environment	4	25	25	50	100
PGSMM1C003T	Management Fundamentals	4	25	25	50	100
PGSMM1C004T	Business Statistics	4	25	25	50	100
PGSMM1C005T	Managerial Economics	4	25	25	50	100
PGSMM1C006T	Management Accounting	4	25	25	50	100
PGSMM1C001V	Viva-Voce	2	-	-	-	50
Foundation Course						
PGSMM1F001T	Communication for Professional Excellence	2	12.5	12.5	25	50
Total		28	-	-	-	700

Semester 2nd

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
PGSMM2C001T	Marketing Management	4	25	25	50	100
PGSMM2C002T	Financial Management	4	25	25	50	100
PGSMM2C003T	Research Methodology	4	25	25	50	100
PGSMM2C004T	Operations Management	4	25	25	50	100
PGSMM2C005T	Business Law	4	25	25	50	100
PGSMM2C006T	Human Resource Management	4	25	25	50	100
PGSMM2C001V	Viva-Voce	2	-	-	-	50
Foundation Course						
PGSMM2F001T	Indian Ethos and Business Ethics	2	12.5	12.5	25	50
Total		28	-	-	-	700

Deputy Registrar
(Adn n-HR)

Encl: Syllabus of 1st to 2nd Semester

To:

Head, Department of Marketing and Supply Chain Management

Copy to:

OSD (Exam)



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राधा-सुचानी, बागला, जिला सोबा-181143 जम्मू : जम्मू एवं कश्मीर
Rahya- Suchani (Bagla), District Samba-181143, Jammu (J &K)

No. 4-16/CUJ/Reg/Acad/SCM/2019/214

July
June, 2019

NOTIFICATION No. 51/2019

Sub: Course Scheme and Syllabus of 3rd to 4th Semester of MBA in Marketing Management w.e.f. Academic Session 2019-20 – Reg.

Ref: Notification No. 65 of 2018 dated 31.10.2018

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 Vice Chancellor in anticipation of Academic Council has approved the following Course Scheme and Syllabus of 3rd to 4th Semester of MBA in Marketing Management w.e.f. Academic Session 2019-20

Batch 2019 → III Sem.

Semester 3rd

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
PGSMM3C001T ✓	Decision Science	✓ 4	25	25	50	100
PGSMM3C002T ✓	Industrial Training Report cum Viva Voce	2	12.5	12.5	25	50
Elective Courses from Supply Chain Management (Minor) – Any 02						
PGSMM3E001T	Management Information System	4	25	25	50	100
PGSMM3E002T ✓	Quality and Total Quality Management ✓					
PGSMM3E003T	Knowledge Management					
PGSMM3E004T	Commercial Law					
PGSMM3E005T ✓	Essentials of Supply Chain Management ✓					
Elective Courses from Marketing Management (Major) – Any 03						
PGSMM3E006T ✓	Consumer Behaviour ✓	4	25	25	50	100
PGSMM3E007T ✓	Advertising and Sales Promotion ✓					
PGSMM3E008T ✓	Retail Management ✓					
PGSMM3E009T	Industrial Marketing					
PGSMM3E010T	Marketing Research					
PGSMM3E011T	International Marketing					
Total		26	-	-	-	650

Interdisciplinary Course (Offered to other Departments)						
PGSMM3I001T	Integrated Marketing Communication	4	25	25	50	100
PGSMM3I002T ✓	Virtual Marketing					

Old Scheme Sem. IV
Batch, 2020
(8)

Batch 2020

Sem. IV

Batch 2019 - IV

Semester 4th

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
PGSMM4C001T	Project Management	4	25	25	50	100
PGSMM4C002T	Strategic Management					
Elective Courses from Supply Chain Management (Minor) - Any 01						
PGSMM4E001T	Purchasing and Materials Management					
PGSMM4E002T	Logistics and Distribution Management					
PGSMM4E003T	Enterprise Resource Planning	4	25	25	50	100
PGSMM4E004T	Business Process Re-engineering					
PGSMM4E005T	Export and Import Management					
PGSMM4E006T	Advanced Supply Chain Management					
Elective Courses from Marketing Management (Major) - Any 03						
PGSMM4E007T	Product and Brand Management					
PGSMM4E008T	Services Marketing	4	25	25	50	100
PGSMM4E009T	Agriculture and Rural Marketing					
PGSMM4E010T	Customer Relationship Management					
Total		24	-	-	-	600

Interdisciplinary Course (Offered to other Departments)						
PGSMM4I001T	Green Marketing	4	25	25	50	100
PGSMM4I002T	Ethics in Business					

M. C. A. / 1
Deputy Registrar
(Admin - HR)

Encl: Syllabus of 3rd to 4th Semester

To:

Head, Department of Marketing and Supply Chain Management

Copy to:

OSD (Exam)