



Department of Marketing and Supply Chain Management

Central University of Jammu

Jammu, J&K State

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Minutes of the Meeting

The meeting of Fourth Board of Studies (BoS) of MBA (Marketing Management) was held on 16th May, 2019 and was convened in the Office of the Head, Department of Marketing and Supply Chain Management at 12:00 noon onwards.

The following members were present in the meeting:

1. Dr. Gaurav Sehgal, Chairperson
2. Prof. N.K. Tripathi, Member (Interdisciplinary Subject) -- Comments received via Circulation
3. Prof. Alka Sharma, Member (Subject Expert) -- Comments received via Circulation
4. Dr. Harpreet Singh, Member (Subject Expert) -- Comments received via Circulation
5. Mr. Y.P. Kathuria, Member (Industry Expert) -- Comments received via Circulation
6. Mr. Karan Pal Kandhari, Member (Industry Expert) -- Comments received via Circulation
7. Dr. Shahid Mushtaq, Member
8. Dr. Naresh Sharma, Member
9. Dr. Salil Seth, Invited Faculty of Department
10. Dr. Anju Thapa, Invited Faculty of Department

The meeting started with a Welcome to all the Members by the Head followed by a brief introduction about the Meeting of BoS via Circulation, wherein the comments that were received from External members via Email Circulation was discussed and shown to the members. It was further informed that no Member has raised any issues of Modifications / alterations in the Scheme and Syllabus.

The following issues were discussed and resolved:

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Item-1: Scheme for MBA (Marketing Management) Semester-III & IV.

- i. the compiled Scheme for MBA (Marketing Management) Semester-III & IV was presented before the Internal Members as well as the Invited Faculty Members along with the Comments received by External Experts via Email Circulation. The Approved Scheme for Semester-III & IV as per Annexure-I (duly signed by all the Internal and Invited Faculty members) is attached.

Item-2: Syllabus of (Marketing Management) Semester- III & IV.

- ii. the compiled Syllabus for MBA (Marketing Management) Semester- III & IV was presented before the Internal Members as well as the Invited Faculty Members along with the Comments received by External Experts via Email Circulation. The Approved Syllabus for Semester-III & IV as per Annexure-II (duly signed by all the Internal and Invited Faculty members) is attached.

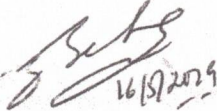
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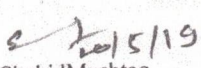
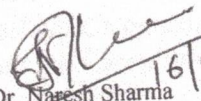
The meeting ended with a positive note.

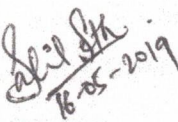
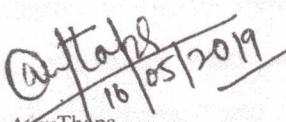
Signature

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Signatures of Members (Present)

 16/5/2019 Dr. Gaurav Sehgal Chairperson	Prof. N.K.Tripathi Member (Interdisciplinary Subject)	Comments Received via Circulation	Comments Received via Circulation
		Prof. Alka Sharma Member (Subject Expert)	Dr. Harpreet Singh Member (Subject Expert)

Comments Received via Circulation	Comments Received via Circulation		
 Mr. Y.P. Kathuria Member (Industry Expert)	Mr. Karan Pal Kandhari Member (Industry Expert)	 20/5/19 Dr. Shahid Mushtaq Member	 16/05/19 Dr. Naresh Sharma Member

 16-05-2019 Dr. Salil Seth Invited Deptt. Faculty Member	 16/05/2019 Dr. Anju Thapa Invited Deptt. Faculty Member
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Dated: 16th May, 2019

No.: CUJ/SCM/2019/717



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राया-सूचानी, 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

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					

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					

Deputy Registrar
(Admin - HR)

Encl: Syllabus of 3rd to 4th Semester

To:

Head, Department of Marketing and Supply Chain Management

Copy to:

OSD (Exam)