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**जम्मू केंद्रीय विश्वविद्यालय**  
**CENTRAL UNIVERSITY OF JAMMU**  
**DEPARTMENT OF MARKETING & SUPPLY CHAIN MANAGEMENT**  
**RAHYA – SUCHANI (BAGLA), DISTRICT SAMBA- 181143, JAMMU (J&K, UT)**

Ref No: CUJ/SCM/2021/

Date: 06-04-2021

**Minutes of Meeting**

The meeting of the Fifth Board of Studies (BoS) was convened by the Head In-charge, Department of Marketing and Supply Chain Management via circulation.

The following members constituted the Board of Studies (BoS):

- 1) Prof. Sunil Dhar, Chairperson
- 2) Prof Manoj Gupta, Member -- Comments received via Circulation
- 3) Prof. M. N. Khan, Member -- Comments received via Circulation
- 4) Sh. Nalin Srivastava, Member -- Comments received via Circulation
- 5) Mr. Asif Ali, Member -- Comments received via Circulation
- 6) Dr. Salil Seth, Member -- Comments received via Circulation
- 7) Dr. Shahid Mushtaq -- Special Invitee
- 8) Dr. Naresh Kumar Sharma -- Special Invitee

The comments were received from all the members via e-mail circulation and were discussed with the worthy members. After the deliberations with the members, the majority of the suggestions were duly incorporated. The members appreciated the suggested changes and one futuristic suggestion regarding introduction of qualitative research may be considered in the future.

It was further informed that majority members did not raise any issue of modification/ alterations in the Scheme and Syllabi of both MBA (Marketing Management) and Pre PhD coursework (Marketing Management).

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The issues were discussed and resolved:

**1. Item 1 & 2: Scheme and Syllabi of MBA (Marketing Management) for Semester 1<sup>st</sup> to 4<sup>th</sup> :**

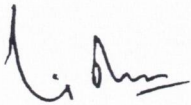
The approved Scheme and Syllabi of MBA (Marketing Management) for Semester 1<sup>st</sup> to 4<sup>th</sup> is attached as Annexure-1 duly endorsed by all BoS members and invited faculty members.

**2. Item 3 & 4: Scheme and Syllabi of Pre PhD Coursework (Marketing Management) :**

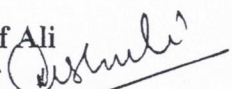
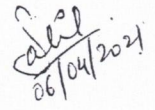
The approved Scheme and Syllabi of Pre PhD Coursework (Marketing Management) is attached as Annexure 2 duly endorsed by majority of BoS members and all invited faculty members.

The BoS concluded on a positive note.


Members Present:

	Comments received via Circulation	via	Comments received via Circulation
<b>Prof. Sunil Dhar</b> Chairperson	<b>Prof. Manoj Gupta</b> Member		<b>Prof. M.N.Khan</b> Member

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Comments received via Circulation	via	Comments received via Circulation	via	Comments received via Circulation
<b>Sh. Nalin Srivastava</b> Member		<b>Mr. Asif Ali</b> Member 		<b>Dr. Salil Seth</b> Member  06/04/2021

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**Dr. Shahid Mushtaq**  
Special Invitee

  
**Dr. Naresh Kumar Sharma**  
Special Invitee  
06/04/2021



# 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/2021/256

*New*

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06 July, 2021

## NOTIFICATION No. 48 /2021

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 2020-21 – Reg.

Ref: i) Notification No. 65 of 2018 dated 31.10.2018

ii) Notification No. 57 of 2019 dated 01.07.2019

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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, Dean, School of Business Studies, the Vice Chancellor 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 2020-21.

### Semester 1<sup>st</sup>

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
<b>Core Courses</b>						
PGSMM1C007T	Organizational Behaviour	4	25	25	50	100
PGSMM1C008T	Business Environment	4	25	25	50	100
PGSMM1C009T	Management Fundamentals	4	25	25	50	100
PGSMM1C010T	Business Statistics	4	25	25	50	100
PGSMM1C011T	Managerial Economics	4	25	25	50	100
PGSMM1C012T	Management Accounting	4	25	25	50	100
PGSMM1C002V	Viva-Voce	2	-	-	-	50
<b>Foundation Course</b>						
PGSMM1F002T	Communication for Professional Excellence	2	12.5	12.5	25	50
<b>Total</b>		<b>28</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>

### Semester 2<sup>nd</sup>

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
<b>Core Courses</b>						
PGSMM2C007T	Marketing Management	4	25	25	50	100
PGSMM2C008T	Financial Management	4	25	25	50	100
PGSMM2C009T	Research Methodology	4	25	25	50	100
PGSMM2C010T	Operations Management	4	25	25	50	100
PGSMM2C011T	Business Law	4	25	25	50	100
PGSMM2C012T	Human Resource Management	4	25	25	50	100
PGSMM2C002V	Viva-Voce	2	-	-	-	50
<b>Foundation Course</b>						
PGSMM2F002T	Indian Ethos and Business Ethics	2	12.5	12.5	25	50
<b>Total</b>		<b>28</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>

### Semester 3<sup>rd</sup>

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
<b>Core Courses</b>						
PGSMM3C003T	Decision Science	4	25	25	50	100
PGSMM3C004T	Industrial Training Report cum Viva Voce	2	25	-	25	50

*[Handwritten Signature]*

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[Handwritten marks]

Elective Courses from Supply Chain Management (Minor) – Any 02						
PGSMM3E012T	Management Information System	4	25	25	50	100
PGSMM3E013T	Quality and Total Quality Management					
PGSMM3E014T	Knowledge Management					
PGSMM3E015T	Essentials of Supply Chain Management					
Elective Courses from Marketing Management (Major) – Any 03						
PGSMM3E016T	Consumer Behaviour C	4	25	25	50	100
PGSMM3E017T	Advertising and Sales Promotion					
PGSMM3E018T	Retail Management C					
PGSMM3E019T	Industrial Marketing					
PGSMM3E020T	Marketing Research					
PGSMM3E021T	International Marketing					
Total		26	-	-	-	650

Interdisciplinary Course (Offered to other Departments)						
PGSMM3I003T	Integrated Marketing Communication	4	25	25	50	100
PGSMM3I004T	Virtual Marketing					

#### Semester 4<sup>th</sup>

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
PGSMM4C003T	Project Management	4	25	25	50	100
PGSMM4C004T	Strategic Management C	4	25	25	50	100
Elective Courses from Supply Chain Management (Minor) – Any 01						
PGSMM4E011T	Purchasing and Materials Management	4	25	25	50	100
PGSMM4E012T	Logistics and Distribution Management					
PGSMM4E013T	Enterprise Resource Planning					
PGSMM4E014T	Export and Import Management					
PGSMM4E015T	Advanced Supply Chain Management					
Elective Courses from Marketing Management (Major) – Any 03						
PGSMM4E016T	Product and Brand Management	4	25	25	50	100
PGSMM4E017T	Services Marketing C					
PGSMM4E018T	Agriculture and Rural Marketing					
PGSMM4E019T	Business Process Re-engineering					
PGSMM4E020T	Customer Relationship Management					
Total		24	-	-	-	600

Interdisciplinary Course (Offered to other Departments)						
PGSMM4I003T	Green Marketing	4	25	25	50	100
PGSMM4I004T	Ethics in Business					

Dr. Ray/Kumar  
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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

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06 Jul 21



# 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/2021/257

16 July, 2021

NOTIFICATION No. 49 /2021

Sub: Course Scheme and Syllabus Notification of Ph.D. in MBA (Marketing Management) w.e.f. Academic Session 2020-21 – Reg.

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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, Dean, School of Business Studies, the Vice Chancellor in anticipation of approval of Academic Council has approved the following Course Scheme and Syllabus of Ph.D. in MBA (Marketing Management) w.e.f. Academic Session 2020-21.

The approved Course Matrix and Syllabus are as under:

Course Code	Course Title	Credit	ESE	Max Marks
<b>Core Courses</b>				
PHSMM1C001T	Marketing Management	4	100	100
PHSMM1C002T	Advanced Marketing and Supply Chain Management	4	100	100
PHSMM1C003T	Research Methodology	4	100	100
PHSMM1C004T	Seminar on Thrust Area	4	100	100
PHUNI1C001T	Research and Publication Ethics	2	50	50
<b>Total</b>		<b>18</b>	<b>-</b>	<b>450</b>

Registrar  
registrar@cujammu.ac.in  
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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