



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)



संख्या: 4-16/CUJ/Reg/Acad/SCM/2022/ 138

11 मार्च, 2022

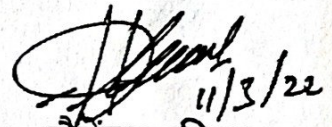
अधिसूचनासंख्या 41/2022

**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 2020-21 - Reg.

**Ref:** Notification No. 48 of 2021 dated 06/07/2021

In partial modification to Notification under reference, "Academic Session 2020-21" may please be read as "Academic Session 2021-22". Rest of the contents of Course Scheme and Syllabus of 1<sup>st</sup> to 4<sup>th</sup> Semester of MBA in Marketing Mangement remain same.

This issues with the approval of the Hon'ble Vice Chancellor.

  
11/3/22  
(शैलेंद्र स्लाथिया)  
सहायक कुलसचिव  
अकादमिक

**To:**  
Head, Dept. of Marketing and Supply Chain Mangement

**Copy to:**  
Controller of Examinations



# जम्मू केंद्रीय विश्वविद्यालय

## Central University of Jammu

राधा-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*

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

1546  
07/21  
236  
06/02  
2363  
2372

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					
<b>Total</b>		<b>26</b>				<b>650</b>

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					
<b>Total</b>		<b>24</b>				<b>600</b>

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

*(Signature)*  
 Dr. Ravi Kumar  
 Registrar

registrar@cuajammu.ac.in  
 01923 – 249658

06 Jul 21

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

*Now*