



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. 4-5/CUJ/Reg/HRM/2020/113

12th March, 2020

NOTIFICATION No. 25 /2020

Sub: Course Scheme and Syllabus Notification of 4th semester of Master of Business Administration (MBA) w.e.f. Academic Session 2019 - 20 – Reg.

Ref: Notification No. 81 of 2019 dated 29.11.2019

It is hereby notified for the information of all concerned that, on the recommendation of the Head, Department of Human Resource Management & Organisational Behaviour and Dean, School of Business Studies, the Vice Chancellor in anticipation of Academic Council has approved the Course Scheme and Syllabus of 4th semester of **Master of Business Administration (MBA)** w.e.f. Academic Session 2019 – 20. The approved Course scheme and Syllabus is as follows:

Semester – IV

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core Courses						
PGMBA4C001T	Entrepreneurship Development	4	25	25	50	100
PGMBA4C001V	Viva Voce	2	-	-	-	50
Elective Courses* (Any Five) Major 03 / Minor 02						
Elective Courses – Human Resource Management						
PGMBA4E001T	Strategic Human Resource Management	4	25	25	50	100
PGMBA4E002T	Labour Laws and Legal Aspects of HR	4	25	25	50	100
PGMBA4E003T	Training and Development	4	25	25	50	100
PGMBA4E004T	Cross Cultural Management	4	25	25	50	100
PGMBA4E005T	Team Building & Leadership	4	25	25	50	100
PGMBA4E006T	Personal Growth and Self Management					
Elective Courses – Marketing Management						
PGMBA4E007T	E-Marketing	4	25	25	50	100
PGMBA4E008T	Advertising Management	4	25	25	50	100
PGMBA4E009T	Brand Management	4	25	25	50	100
PGMBA4E010T	Business to Business Marketing	4	25	25	50	100
PGMBA4E011T	Rural Marketing	4	25	25	50	100
Elective Courses – Finance						
PGMBA4E012T	Project Appraisal and Financing	4	25	25	50	100
PGMBA4E013T	International Finance	4	25	25	50	100
PGMBA4E014T	Strategic Financial Management	4	25	25	50	100
PGMBA4E015T	Investment Management	4	25	25	50	100
Interdisciplinary Course (Any One)						
To be opted from IDCs offered by other Depts.		4	25	25	50	100
Total		30	-	-	-	750
MOOCs Course (Any One)						
To be Opted as per availability on SWAYAM		-	-	-	-	-
Interdisciplinary Courses Offered by the Department of HRM&OB to other Departments (Any One)						
PGHRM4I001T	Soft Skills and Personality Development	4	25	25	50	100
PGHRM4I001P	Project on Digital Marketing	4	-	-	-	100

***Each student shall study 12 theory papers according to the scheme given above across 3rd and 4th semesters. Each paper carries 100 marks except industry internship and end semester viva voce which carries 50 marks each.**

1. One core papers in each semester irrespective of specialization(s) opted by a candidate.
2. Any five papers from the list of elective courses in each semester as per area he/she opts for specialization. 03 from Major specialization and 02 Minor specialization.
3. A candidate is required to complete industry internship of 7 to 8 weeks in a reputed concern after 2nd semester and submit the detailed Project report in the Dept. during 3rd semester and shall appear for the Project Viva-Voce examination as per the schedule notified by Head of the Department.
4. Minimum one Interdisciplinary courses to be offered by the Department to other Departments and one course of other Departments to be opted by student(s) as per his/her interest/ University policy.
5. One MOOC Course to be opted in each semester as per availability on SWAYAM platform and approved by faculty in-charge.
6. In addition to this all the candidates are required to appear for end semester comprehensive Viva Voce of 50 marks as per schedule notified by the Department.

Encl: Syllabus of 4th semester of MBA

To:

- i) Dean, School of Business Studies
- ii) Head, Department of HRM & OB
- iii) Coordinator, MBA Program

Copy to:

Controller of Examinations

M. A. K.
12/3/2020
Deputy Registrar
(Admin - HR)

**Course Structure and Syllabi of Master of Business Administration (MBA)
for the academic year 2019-20,2020-21**

SEMESTER-IV

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core Courses						
	Entrepreneurship Development	4	25	25	50	100
	Viva Voce	2	-	-	-	50
Elective (Any Five-Major 03/Minor 02)						
Elective Courses-Human Resource Management						
	Strategic Human Resource Management	4	25	25	50	100
	Labour Laws and Legal Aspects of HR	4	25	25	50	100
	Training And Development	4	25	25	50	100
	Cross Cultural management	4	25	25	50	100
	Team Building & Leadership	4	25	25	50	100
	Personal Growth and Self Management	4	25	25	50	100
Elective Courses-Marketing Management						
	E-Marketing	4	25	25	50	100
	Advertising Management	4	25	25	50	100
	Brand Management	4	25	25	50	100
	Business to Business Marketing	4	25	25	50	100
	Rural Marketing	4	25	25	50	100
Elective Courses-Finance						
	Project Appraisal and Financing	4	25	25	50	100
	International Finance	4	25	25	50	100
	Strategic Financial Management	4	25	25	50	100
	Investment Management	4	25	25	50	100
Interdisciplinary Courses to opted by students from other Departments (Any One)						
		4	25	25	50	100
	Total	30	-	-	-	750
MooCs Course (One to be Opted as per availability on SWAYAM PLATFORM)						
Interdisciplinary Courses Offered by the Department to other Departments						
	Soft Skills and Personality Development	4	25	25	50	100
	Project on Digital Marketing	4	-	-	-	100

Note: Each student shall study 12 theory papers according to the scheme given above across 3rd & 4th Semesters. Each paper carries 100 marks except industry internship and end semester viva voce which carries 50 marks each.

1. One core papers in each semester irrespective of specialization(s) opted by a candidate
2. Any five papers from the list of elective courses in each semester as per area he/she opts for specialization.03 from Major Specialization and 02 Minor Specialization
3. A candidate is required to complete industry internship of 7 to 8 weeks in a reputed concern after 2nd Semester and submit the detailed Project report in the Deptt. during 3rd Semester and shall appear for the Project Viva-Voce examination as per the schedule notified by Head.
4. Minimum One Interdisciplinary courses to be Offered by the Department to other Departments and one course of other Departments to be opted by student(s) as per his/her interest/University policy
5. One MooCs Course to be Opted in each semester as per availability on SWAYAM platform and approved by faculty in-charge
6. In addition to this all the candidates are required to appear for end semester comprehensive Viva Voce of 50 marks as per schedule notified by the Department



