



# 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/2019/214

20th  
June, 2019

## NOTIFICATION No. 57 /2019

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

Ref: Notification No. 65 of 2018 dated 31.10.2018

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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 and Dean, School of Business Studies, the Vice Chancellor in anticipation of Academic Council has approved the following Course Scheme and Syllabus of 3<sup>rd</sup> to 4<sup>th</sup> Semester of MBA in Marketing Management w.e.f. Academic Session 2019-20

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

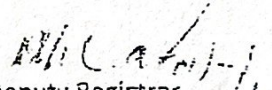
Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
<b>Core Courses</b>						
PGSMM3C001T	Decision Science	4	25	25	50	100
PGSMM3C002T	Industrial Training Report cum Viva Voce	2	12.5	12.5	25	50
<b>Elective Courses from Supply Chain Management (Minor) – Any 02</b>						
PGSMM3E001T	Management Information System	4	25	25	50	100
PGSMM3E002T	Quality and Total Quality Management					
PGSMM3E003T	Knowledge Management					
PGSMM3E004T	Commercial Law					
PGSMM3E005T	Essentials of Supply Chain Management					
<b>Elective Courses from Marketing Management (Major) – Any 03</b>						
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						

<b>Interdisciplinary Course (Offered to other Departments)</b>						
PGSMM3I001T	Integrated Marketing Communication	4	25	25	50	100
PGSMM3I002T	Virtual Marketing					



**Semester 4<sup>th</sup>**

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
<b>Core Courses</b>						
PGSMM4C001T	Project Management	4	25	25	50	100
PGSMM4C002T	Strategic Management					
<b>Elective Courses from Supply Chain Management (Minor) – Any 01</b>						
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					
<b>Elective Courses from Marketing Management (Major) – Any 03</b>						
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
<b>Interdisciplinary Course (Offered to other Departments)</b>						
PGSMM4I001T	Green Marketing	4	25	25	50	100
PGSMM4I002T	Ethics in Business					

  
 Deputy Registrar  
 (Admin - HR)

Encl: Syllabus of 3<sup>rd</sup> to 4<sup>th</sup> Semester

To:

Head, Department of Marketing and Supply Chain Management

Copy to:

OSD (Exam)