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MINUTES OF THE 12TH MEETING OF BOARD OF STUDIES OF THE DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT, SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY OF JAMMU, RAHYA SUCHANI (BAGLA), SAMBA, HELD ON 8TH AUGUST 2024.

(BY CIRCULATION)

1. Concurrence to the Agenda Items was sought from following by circulation:

1. Prof. Ajai Pal Sharma --Chairperson
Head, Department of Marketing & SCM, Central University of Jammu
2. Dr. Anil Gupta -- External Member
Director, School of Hospitality & Tourism Management, University of Jammu
3. Dr. Neelika Arora --Member
Associate Professor
Department of Marketing & SCM, Central University of Jammu
4. Dr. Anju Thapa --Member
Assistant Professor
Department of Marketing & SCM, Central University of Jammu

Item No.01

To Consider Confirmation of minutes of 11th BoS meeting held on 5th March 2024

Resolved that the Minutes of 11th BoS meeting held on 5th March 2024 be confirmed (Annexure-I)

Item No.02

To consider the revised course structure (all semesters) and syllabus of MBA-I (Marketing Management) for the academic session 2024-25 (Annexure-II).


Dr. Anju Thapa
08/08/2024


Dr. Neelika Arora
08/08/2024

Dr. Anil Gupta


Prof. Ajai Pal Sharma
08/08/2024



Central University of Jammu

Rahya- Suchani(Bagla), District Samba-181143, Jammu (J&K)

Draft

विषय: Course Scheme as per NEP-2020 of I to IV Semester of M.B.A. (Marketing Management) w.e.f. Academic Session 2024-25 in the Department of Marketing and Supply Chain Management – Reg.

Semester – I

Course Code	Course Title	Credit	MST	CIA	ESE	Max. Marks
Core Courses						
	Management of Organizations	4	30	20	50	100
	Managerial Economics	4	30	20	50	100
	Management Accounting	4	30	20	50	100
	Business Environment & Ethics	4	30	20	50	100
	Comprehensive Viva-voce	2	--	--	--	50
Skill Enhancement Course						
	Communication for Professional Excellence	2	15	10	25	50
Open Elective Courses(SEC/AEC) or on SWAYAM Platform-MOOC Courses						
#	Open Elective Courses	8				200
	Total	28	-	-	-	700

The candidate has to earn minimum of **28 credits** during the Semester-I. Apart from four core courses of 16 credits, one skill enhancement course of **2 credits** and comprehensive viva-voce of **2 credits**, the candidate has to earn **8 more credits** among the **Open Elective** basket offered by the Department or other Departments or SWAYAM or MOOC etc.

List of Open Electives Courses offered by the Department of Marketing and Supply Chain Management (Semester-I)								
Course Code	Course Name	Course	Sem	Credit	CIA	MSE	ESE	Max. Marks
	Business Analytics using R Programming	SEC	I	4	20	30	50	100
	Case Study implementation through SPSS	SEC	I	4	20	30	50	100
	Leadership in Organisations	AEC	I	4	20	30	50	100
	Introduction to Supply Chain Management	AEC	I	4	20	30	50	100
	Introduction to Digital Economy	AEC	I	4	20	30	50	100
	Introduction to Marketing Analytics	SEC	I	4	20	30	50	100



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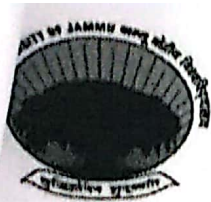
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Semester- II

Course Code	Course Title	Credit	MST	CIA	ESE	Max. Marks
Core Courses						
	Human Resource Management	4	30	20	50	100
	Marketing Management	4	30	20	50	100
	Financial Management	4	30	20	50	100
	Corporate Legal Framework	4	30	20	50	100
	Comprehensive Viva	2	--	--	50	50
Value Addition Course						
	Indian Knowledge System	2	15	10	25	50
Open Elective Courses(SEC/AEC) or on SWAYAM Platform-MOOC Courses						
#	Open Elective Courses	8	-	-	-	200
Total		28	-	-	-	700

The student has to earn minimum of **28 credits** during the Semester-II. Apart from four core courses of 16 credits, one value added course of **2 credits** and comprehensive viva of **2 credits**, the candidate has to earn **8 more credits** among the **Open Elective** basket offered by the Department or other Departments or SWAYAM or MOOC etc.

List of Open Electives Courses offered by the Department of Marketing and Supply Chain Management (Semester-II)								
Course Code	Course Name	Course	Sem	Credit	MST	CIA	ESE	Max. Marks
	Introduction to Python	SEC	II	4	30	20	50	100
	Artificial Intelligence in Business Management	SEC	II	4	30	20	50	100
	Academic Report Writing	AEC	II	4	30	20	50	100
	Case Study implementation through AMOS/PLS	SEC	II	4	30	20	50	100
	Public Policy & Corporate Governance	AEC	II	4	30	20	50	100
	Operations and Materials Management	AEC	II	4	30	20	50	100



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Semester- III

Course Code	Course Title	Credit	MST	CIA	ESE	Max. Marks
Core Courses						
	Strategic Management	4	30	20	50	100
	Dissertation / Field Work (Summer Internship)	4	--	--	--	100
Open Elective Courses(SEC/ VAC/OEC/AEC) or on SWAYAM Platform-MOOC Courses						
#	Open Elective Courses	16		-	-	400
Total		24		-	-	600

List of Elective Courses(SEC/ VAC/OEC/AEC)							
	Consumer Behavior	OEC	4	30	20	50	100
	Retail Management	OEC	4	30	20	50	100
	Advertising and Sales Promotion	OEC	4	30	20	50	100
	Digital Marketing	OEC	4	30	20	50	100
	Logistics and Distribution Management	OEC	4	30	20	50	100
	Integrated Marketing Communication	OEC	4	30	20	50	100
	Project on Consumer Behaviour	OEC	4	30	20	50	100

The student has to earn minimum of **24 credits** during the Semester-III. Apart from 1 core course of 4 credits and Dissertation/Field Work (Summer Internship) of 4 credits, the candidate has to earn **16 more credits** from the list of **Open Elective** basket offered by the Department or other Departments or SWAYAM or MOOC etc.

Semester- IV

(OPTION-I)

Course Code	Course Title	Credit	MST	CIA	ESE	Max. Marks
Core Courses						
	Entrepreneurship and Innovation Management	4	30	20	50	100
	Global Marketing	4	30	20	50	100
Open Elective Courses(SEC/ VAC/OEC/AEC) or on SWAYAM Platform-MOOC Courses						
#	Open Elective Courses	16				400
Total		24	-	-	-	600



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List of Open Elective Courses							
	Product and Brand Management	SEC	4	30	20	50	100
	Marketing of Services	OEC	4	30	20	50	100
	Customer Relationship Management	OEC	4	30	20	50	100
	Sustainable Marketing	OEC	4	30	20	50	100
	Advanced Supply Chain Management	OEC	4	30	20	50	100
	Agriculture and Rural Marketing	OEC	4	30	20	50	100
	Intellectual Property Rights	OEC	4	30	20	50	100
	Project on Digital Marketing	OEC	4	30	20	50	100

The student has to earn minimum of 24 credits during the Semester-IV. Apart from two core courses of 8 credits, the candidate has to earn 16 more credits from the list of Open Elective basket offered by the Department or other Departments or SWAYAM or MOOC.

Semester – IV

(OPTION-II)

Course Code	Course Title	Credit	MSE	CIA	ESE	Max. Marks
	Dissertation (OJT)	12			300	300
	Viva-Voce	08	-	-	200	200
	MOOC (preferably related to Project Management)	04				100
Total		24	-	-	-	600

Note:

1. *On-the-Job-Training (OJT) option is created with a view to achieving maximum integration between theory and practice. The learners shall expose themselves to all important aspects of management learnt from Semester(s)-I-III with special emphasis in the marketing domain or as per OJT opportunities available in industry. OJT facilitates learners to understand organizational dynamics that may culminate into Pre-Placement Offer (PPO) / Placement Offers in Public/Private organisations.*