

MINUTES OF THE 7TH MEETING OF BOARD OF STUDIES OF DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT, SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY OF JAMMU, RAHYA-SUCHANI (BAGLA), SAMBA, 25th July 2022

Following were present in the meeting:

Dr. Shahid Mushtaq

I/C Head, Department of MSCM 1. Central University of Jammu

(In the Chair)

Prof. Jaya Bhasin

Department of HRM & OB 2. Central University of Jammu

Prof. Mohammad Naved Khan

Deptt. of Business Administration

3. Faculty of Management Studies & Research Aligarh Muslim University, Aligarh

Mr. Nalin Ranjan Srivastava

Associate Director, National HRD Network 4. National Secretariat, Gurugram

Mr. Asif Ali

Department of HRM & OB 5. Central University of Jammu

Dr. Salil Seth

Department of Marketing & SCM 6. Central University of Jammu

Dr. Naresh Kumar

Department of Marketing & SCM 7 Central University of Jammu

Dr. Anju Thapa

Department of Marketing & SCM 8 Central University of Jammu

Mr. Kashish Mahajan (Alumni Representative)

Senior Executive Wipro Ltd., 9 Phase-II Hinhawadi, Pune

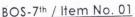
Mr. Upkar Singh (Alumni Representative) 10

Introductory

2. The Head of Department warmly welcomed worthy members to the $7^{\rm th}$ meeting of the BoS conducted in online mode. The Head of Department expressed his gratitude to all the members and special invitees for sparing their valuable time to atfend the meeting of Board to enrich deliberations and look forward to their cooperation in times to come to make Department a Centre of Excellence. He also expressed his sincere thanks to the members of the Board for their valuable contribution, support and guidance rendered by them for the betterment of the Department.

Thereafter, the Board resolved to take up the agenda items for discussion and following decisions taken in light of discussions held:

Page 1 of 3 C



To consider confirmation of minutes of 6th meeting of BoS by circulation Dated 8th April 2022

1. Resolved that the Minutes of 6th meeting of BoS by circulation Dated 8th April 2022 be confirmed.

BOS-7th/Item No. 02

To consider the revised course structure and syllabi of MBA (Marketing Management) Programme for academic session 2022-23

2. Resolved to consider the revised course structure and syllabi of MBA (Marketing Management) Programme for academic session 2022-23

3. Further, resolved to revise the existing course matrix of MBA (Marketing Management) 3rd and 4th Semesters to include core and open electives applicable to batch admitted in 2021-22

BOS-7th/Item No. 03

To consider Panel of External Examiners for setting of question papers, evaluation of answer scripts and Viva Voce of MBA (Marketing Management) 1st-4th Semesters of Batch 2022-24 and 3rd 4th Semester of Batch 2021-23 including University wide elective courses offered by the Department

- 3. Resolved to recommend the Panel of Examiners for setting of question papers, evaluation of scripts and Viva Voce of MBA (Marketing Management) 1st -4th Semesters Batch 2022-24 and 3rd -4^{ln} Semester of Batch 2021-23 including University wide elective courses offered by the Department
- 4. Further, members unanimously resolved to authorize the Head to add any name to the panel of paper setters and examiners for viva voce of MBA (Marketing Management) considering their availability and report the same in next BoS meeting.

BOS-7th/Item No. 04

To consider minutes of 3rd Meeting of Departmental Research Committee Meeting held on 1st June 2022

5. Resolved to consider minutes of 3rd Meeting of Departmental Research Committee Meeting held on 1st June 2022

BOS-7th/Item No. 05

To consider research topic(s) and synopsis of PhD (Marketing Management) Scholars of Batch 2020-21

6. Resolved to recommend the research topic(s) and synopsis of PhD (Marketing Management) Scholars of Batch 2020-21

BOS-7th/Item No. 06

To confirm the action taken by Head of Department regarding MOOC courses opted by the students of MBA (Marketing Management) 1st-4th Semesters during academic session 2021-22

- 7. Resolved to confirm the action taken by Head of Department regarding MOOC courses opted by the students of MBA (Marketing Management) 1st-4th Semesters during academic session 2020-22 and 2021-23
- 8. The members after threadbare discussion approved the basket of MOOC courses to be opted by the students of MBA (Marketing Management) Programme from I-IV

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Page 2 of 3

Semesters from ensuing Academic Session 2022-23 and suggested to adop employment oriented/skill-based courses offered by reputed institutions.

9. Further, members unanimously authorized the Head to take appropriate action wherever required in adoption of MOOC courses and the same be reported in next meeting.

To peruse the report of the Head of Department about the academic/ research/ outreach initiatives/ developmental activities initiated in the Department since last meeting of the Board held on 8th April 2022.

10. Pursuant to forgoing discussion it was resolved that the report of Head of Department about different academic/ research/ outreach initiatives/ developmental activities initiated in the Department during academic session 2021-22 be placed on record.

BOS-7th/ Item No. 08

Any other items with the permission of the chair

- 11. Resolved to consider the revised course structure, syllabi of course Work of PhD (Marketing Management) Programme submitted by faculty members for academic session 2022-23
- -12: Resolved to introduce Project based open electives in 3rd & 4th Semesters for experiential/skill based learning as envisaged in NEP 2020.
- 13. Members suggested to strengthen Corporate Immersion & Leadership Development Programme through empanelment Corporate/Industry Experts / eminent academicians as Adjunct/Visiting Faculty to sensitize the learners towards the grass root level understanding of industry and practicum and to connect classroom learning with real time environment.

The meeting ended with vote of thanks by the chair.

Dr. Naveshkur N. Salilsin White All M. A.

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जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राहया - सुचानी (बागला), जिला: सांबा - 181143, जम्मू (जम्मू और कश्मीर)

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

15. 05. 2023

ien CUJ/Acad/II-14/20/2023/223

अधिस्चना /Notification / 97 /2023

विषय- अकादिमक सत्र 2022-2024 के 1 से 4 छमाही विषणन एवं आपूर्ति शृंखला प्रबंधन विभाग की पाठ्यक्रम योजना और पाठ्यक्रम के संबंध में।

Course Scheme and Syllabus Notification of Semester I to IV of M.B.A. in Marketing Management w.e.f. Academic Session 2022-24 - Reg. Sub:

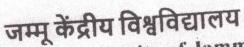
उपमेक संदर्भ के तहत उल्लिखित अधिसूचना में आशिक संशोधन में सभी संबंधितों को सूचित किया जाता है कि विभागाध्यक्ष, विपणन एव आपूर्ति शृंखला प्र_{ुच} विभाग एवं अधिष्ठाता, व्यापार अध्ययन विद्यालय आधारिक एवं अनुप्रयुक्त विभाग और अध्ययन वोर्ड (BoS), की सिफारिश स्कृत बोर्ड तथा अकादमिक परिषद के अनुमोदन की प्रत्याशा में सक्षम प्राधिकारी ने व्यवसाय प्रबंधन के मास्टर- विपणन प्रबंधन (एम बी ए-एमएम) के । से 4 छमाही पाठ्यऋग

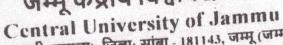
योजना और पाठ्यक्रम को अकादिमक सत्र 2022-24 का प्रभाव निम्न विवरणानुसार अनुमोदित कर दिया है : In partial modification to notification mentioned under reference above, It is hereby notified for the information of all concerned that on the recommendation of Board of Studies (BoS) and Dean School of Business Studies and in anticipation of the approval of next, School Board and Academic Council the Competent Authority has approved the Course Scheme and Syllabus of Semester- I to IV of Master of Business Management- Marketing Management (MBA-MM) w.e.f. Academic Session 2022-24 applicable for Batch 2022-24 as detailed below:

	as detailed below.	Credit	CIA	MSE	ESE	Max. Marks
emester - I	Course Title	Creun				gan and gate and a figure or produce of the first man of
Course Code	Core Courses	3	25	25	50	100
	Management Fundamentals	3	25	25	50	100
MMBM1C001T MMBM1C002T		3	25	25 25	50	100
MMBM1C003T	Ctatistical Approaches in warmen	3	25 se (Any (A service response to the second second second second		and the second s
MMBM1C004T	Skill Enhancement Course Excellence	1	40.5	12.5	25	50
MBM1C005T	Communication for Professional Cultural and Philosophical Foundations of	2	12.5		angula di sa angula sa sa dagan sa dagan sa sa dagan sa dagan sa sa dagan s	The same and the s
MMBM1C006T	Management Open Elective Cour	ses	The state of the second		50	100
and a first and a second company of the second place for the second place and the second seco		4	25	25 25	50	100
and the second s	Open Elective Course - I	4	25	20	-	650
# # # *********************************	Open Elective Course – II Total	22	in a particular particular continues de la composition de la continue de la conti		and the second s	gagandagi Bargardan mengendi Bargardan sa muji panggan pilakan dikerana
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The second of th	List of Open Elec	TIAC GOT			ESE	Max.
Control of the Contro	List or sp	Credit	CIA	MSE	ESE	Marks
ourse Code	Course Name		OF.	25	50	100
	the control of the co	4	25	25	50	100
Orgal	nizational Behaviour	4	25	and the second second	50	100
	ness Environment percentage of the control of the c	vation 4	25	25	00	A. The second

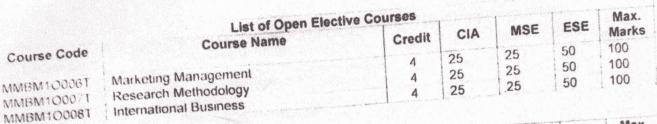
semester - II		Credit	CIA	MSE	ESE	Max. Marks
Course Code	Course Title Core Courses	3 4	25	25	50	100
MMBM1C007T	Operations Management Financial Management Human Resource Management	311	25 25 25	25 25 25	50 50 50	100 100 100
MMBM1C009T MMBM1C010T	Skill Enhancement Course / Value Add	lition Cour	12.5 12.5	One) 12.5 12.5	25 25	50 50
MMBM10004T MMBM10005T	Value Based Marketing Leadership Open Elective Course – III	urses 4	25	25 25	50	100





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MBM100081			CIA	MSE	ESE	Max. Marks
emester - III	Course Title	Credit		1	Andrew special	Landon or commercial designation of the con-
Course Code		and the second		magazina dagan kerengalangan kerengan dagan kerengan		100
Course	Core Courses	agrange servery and season	25	25	50	A CONTRACTOR OF THE PARTY OF TH
	PohoviOUC	4	25	25	50	100
MMBM2C001T	Consumer Behaviour	1 4		0)		and the second s
MBM2C002T	Strategic Management	ng Courses	(Any Uli	=)	-	-
VINDING COOL	Strategic Management Ability Enhancement/Audit/Qualifyir	-	·	1 -		-
	MALERON ANALYSIS OF CASES/AIGORD	-	-	1	Andrews of the contract of the same	and the second second second second second
MMBM20001T	Academic and Report Writing	reas		and the second s	er realization of the transport of the same of the sam	100
MMBM20002T	Academic and Report Writing Open Elective Cou	1 1	1-	-	1	100
and the second	Project / Field Work	April 1 Transcription (197)	25	25.	50	A CONTRACT OF THE
MMBM20001P	Project / Field Work	4	25	25	50	100
#	Open Elective Course - I	4	and the second second	25	50	100
	Occo Flective Course - II	4	25	23		600
#	Open Elective Course – III	24		-	A THE RESERVE THE PROPERTY OF THE PARTY OF T	and a second second second second
#	Total				a calendar albanish manafaraha milanmakanin da da a	parties a planting that I planting of the state of the St

List of Open Elective Courses Max. ESE MSE CIA Marks Credit Course Name Course Code Retail Management Advertising and Sales Promotion MMBM20003T Integrated Marketing Communication MMBM20004T MMBM20005T Digital Marketing Essentials of Supply Chain Management AT MMBM20006T MMBM20007T Total Quality Management MMBM20008T Decision Science MMBM20009T

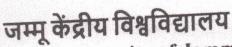
Marketing Analytics

Industrial Marketing

MMBM20010T

MBM20012T mester - IV (OP	Project on Consumer Behaviour TION-I)	Credit	CIA	MSE	ESE	Max. Marks
	Conise ima					Canada Charles de Marie (1997) de care de regio
Course Code	Core Course	s 4	25	25 25	50 50	100
MBM2C003T	Global Marketing Entrepreneurship Development Entrepreneurship Development/Audit/Qualify	4	25 (Any On	The same of the same of the same	and the state of t	na mpaja napangan sepakan managan
MBM2C004T	Ability Ennancement		The second state of the se	Market State of the Control of the C	Landy Commence	America de activadado
MMBM20013T	Intellectual Property Rights Open Elective Co	ourses	25	25	50	100
A CONTRACTOR OF THE PROPERTY AND ADDRESS OF THE PROPERTY ADDRESS O	Open Elective Course - IV	4	25	25	50	100
#	Open Elective Course - V	A	25	25	50	100
#	Open Elective Course - VI	4	25	25	50	60
#	Open Elective Course - VII	24	and the second second second		A A A A A A A A A A A A A A A A A A A	1 00







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List	of Open Elective Courses offered by Depart	Credit	CIA	MSE	ESE	Max. Marks
Course Code	Course Manie	Crean	0171	Accordance or a process of the second	The second of the second	100
	The second secon	4	25	25	50	100
MBM20014T	Product and Brand Management	4	25	25	50	American war wind
MMBM20015T	Marketing of Services	4	25	25	50	100
MMBM20016T	Customer Relationship Management	A second	25	25	50	100
MMBM20017T	Green Marketing J	The second secon	25	25	50	100
MMBM20018T	International Marketing		25	25	50	100
MMBM20019T	Agriculture and Rural Marketing	4	25	25	50	100
	Durchasing and Materials Management	4	and the second real persons and the	25	50	100
MMBM20020T	Advanced Supply Chain Management	4	25	23	4 7	400
MBM20021T	Advanced Supply Cristin Inc.	4	25	25	50	100
MBM20022T	Logistics and Distribution Management	and and a second		y Established to the profession	-	100
MMBM2O023T	Project on Digital Marketing	1 4		A	*	

emester - IV (OF	TION-II)		CIA	MSE	ESE	Max. Marks
	Course Title	Credit	CIM	10100		Marks
Course Code		20	agi atau pinetarini dindisi mengin dalah dali d	The state of the s	500	500
MMBM2C001D	Dissertation (OJT)	20			-	100
MMBM2C001V	Viva Voce	04	personal region and approximation of the contract of	•	- Committee of the Comm	600
	Total	24	and the same of th	-	The state of the s	-

Note:

1. Learners have an option to exit after one year with Post Graduate Diploma in Business Administration (Marketing Management)

MOOC courses to be opted as per availability on SWAYAM platform and credit transfer Upto 40%

Learners have an option to choose from either of the 02 above mentioned options in Semester-IV. Candidates opting for option-I will have to undertake courses as per notified course schema notified vide Notification No 127 Dated 23-08-2022 and in case learners are opting for 2nd option then it learners required to undergo OJT for entire semester and also it is desirable that the OJT/Project/Dissertation Report(s) be based on specialization of the candidate or as per available opportunity with any reputed industrial, business or service organization or large establishments.

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 with special emphasis on Major/Minor management learned from Semester(s)-I-III Specialization(s) opted by learner or as per subject studied during the course of study at various Semesters or as per OJT opportunities available in industry. OJT facilitates learners to understand organizational dynamics that may culminate into Pre-Placement (PPO)/Placement offers in Public/Private set-ups

प्रो०(डॉ) यशवंत मिह

कुलसचिव (I/c)

ईमेल: registrar@cujammu.ac.in

दरभाष: 0191-249658

विभागाध्यक्ष /Head

विपणन एव आपूर्ति शृंखला प्रबंधन विभाग / Department of Marketing and Supply Chain Management प्रतिलिपि / Copy to:

परीक्षा नियंत्रक / Controller of Examinations



Central University of Jammu

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

HEUT CUJ/Acad/11-14/1/2013/224

अधिसूचना / Notification 9 8 /2023

15.05.2023

Sub: Course Scheme and Syllabus of Ph.D (Marketing Management) w.e.f. Academic Session 2021-22 and 2022-23 - Reg.

It is hereby notified for the information of all concerned that on the recommendation Board of Studies (BoS) of Department of Marketing and Supply Chain Management, and Dean School of Business Studies in anticipation of the approval of next School Board and Academic Council the Competent Authority has approved the Course Scheme and Syllabus of Ph.D. (Marketing Management) w.e.f. Academic Session 2021-22 onwards applicable for Batches 2021-22 and 2022-23 as detailed below:

Course Code	Course Title	Credit	Max. Marks
engagio chini, senzi i conspienti conservi con per l'interpresipi di contentingi di contentingi di conservi di	Compulsory/Core Courses		
		4	100
PHUN11C002T	Research Methodology	2	50
PHUNI1C001T	Research and Publication Ethics	Acres de constitución de la cons	as Accommonly and an important accommon and accommon acco
	Optional/Open Elective Course (Any one)	4	100
#	Open Elective Course - I	10	250
and the second	Total	10	and the second of the second contract of the second of the

	Open Elective Course (Any one)		
PHSMM1C001T	Marketing Management	4	100
PHSMM1C002T	Advanced Marketing and Supply Chain Management	-	
PHSMM1C003T		, and principles are produced and a second	e game interese de l'emper e d'appare le come que con e

- 1) MOOCS course(s) to be opted as per availability on SWAYAM Platform
- 2) Credit transfer allowed/as per university policy
- 3) Candidate may opt for MOOC courses in lieu of above mentioned courses as per University policy

प्रो०(डॉ) यशवंत सिंह क्लसचिव (I/c)

ईमेल: registrar@cujammu.ac.in

दरभाष: 0191-249658

विभागाध्यक्ष /Head

विपणन एव आपूर्ति शृंखला प्रबंधन विभाग / Department of Marketing and Supply Chain Management प्रतिलिपि / Copy to:

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