

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

1. Following were present in the meeting:

1. Dr. Shahid Mushtaq
I/C Head, Department of MSCM
Central University of Jammu (In the Chair)
2. Prof. Jaya Bhasin
Department of HRM & OB
Central University of Jammu
3. Prof. Mohammad Naved Khan
Dep'tt. of Business Administration
Faculty of Management Studies & Research
Aligarh Muslim University, Aligarh
4. Mr. Nalin Ranjan Srivastava
Associate Director, National HRD Network
National Secretariat, Gurugram
5. Mr. Asif Ali
Department of HRM & OB
Central University of Jammu
6. Dr. Salil Seth
Department of Marketing & SCM
Central University of Jammu
7. Dr. Naresh Kumar
Department of Marketing & SCM
Central University of Jammu
8. Dr. Anju Thapa
Department of Marketing & SCM
Central University of Jammu
9. Mr. Kashish Mahajan (Alumni Representative)
Senior Executive Wipro Ltd.,
Phase-II Hinjawadi, Pune
10. Mr. Upkar Singh (Alumni Representative)

Introductory

2. The Head of Department warmly welcomed worthy members to the 7th 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 attend 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:

Upkar Singh

Dr. Naresh

Dr. Salil Seth

Mr. Kashish

Dr. Anju Thapa

Jaya

BOS-7th / Item No. 01

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 -4th 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

Upkar
S. K. S. Sabesh
Mr. K. K. K. K.
Dr. K. K. K. K.
Jaya
(Shah)

- (41)
- Semesters from ensuing Academic Session 2022-23 and suggested to adopt 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.

BOS-7th/ Item No. 07

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

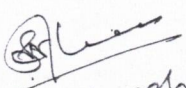
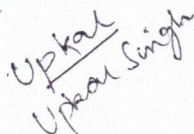

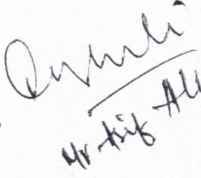
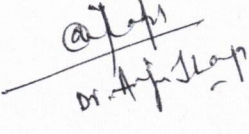
Any other items with the permission of the chair

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

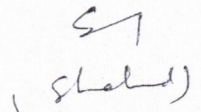
- ~~12. Resolved to introduce Project based open electives in 3rd & 4th Semesters for experiential/skill based learning as envisaged in NEP 2020.~~

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. Naresh Kumar

Upkal Upkal Singh

Dr. Salil Sethi

Mr. Hif Ali

Dr. Anil Singh


(Jag)


(Shah)



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

CUJ/Acad/II-14/20/2023/213

अधिसूचना / Notification / 97/2023

Ref: Notification No 127/2022 Dated 23.08.2022

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

Sub: 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.

उपरोक्त संदर्भ के तहत उल्लिखित अधिसूचना में आंशिक संशोधन में सभी संबंधितों को सूचित किया जाता है कि विभागाध्यक्ष, विपणन एवं आपूर्ति शृंखला प्रबंधन विभाग एवं अधिष्ठाता, व्यापार अध्ययन विद्यालय आधारिक एवं अनुप्रयुक्त विभाग और अध्ययन बोर्ड (BoS), की सिफारिश स्कूल बोर्ड तथा अकादमिक परिषद के अनुमोदन की प्रत्याशा में सक्षम प्राधिकारी ने व्यवसाय प्रबंधन के मास्टर- विपणन प्रबंधन (एम बी ए-एमएम) के 1 से 4 छमाही पाठ्यक्रम योजना और पाठ्यक्रम को अकादमिक 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:

Semester - I		Credit	CIA	MSE	ESE	Max. Marks
Course Code	Course Title					
Core Courses						
MMBM1C001T	Management Fundamentals	3	25	25	50	100
MMBM1C002T	Management Accounting	3	25	25	50	100
MMBM1C003T	Statistical Approaches in Marketing	3	25	25	50	100
MMBM1C004T	Managerial Economics	3	25	25	50	100
Skill Enhancement Course / Value Addition Course (Any One)						
MMBM1C005T	Communication for Professional Excellence	2	12.5	12.5	25	50
MMBM1C006T	Cultural and Philosophical Foundations of Management	2	12.5	12.5	25	50
Open Elective Courses						
#	Open Elective Course - I	4	25	25	50	100
#	Open Elective Course - II	4	25	25	50	100
Total		22	-	-	-	650

List of Open Elective Courses

Course Code	Course Name	Credit	CIA	MSE	ESE	Max. Marks
MMBM1O001T	Organizational Behaviour	4	25	25	50	100
MMBM1O002T	Business Environment	4	25	25	50	100
MMBM1O003T	Entrepreneurship, Creativity and Innovation	4	25	25	50	100

Semester - II		Credit	CIA	MSE	ESE	Max. Marks
Course Code	Course Title					
Core Courses						
MMBM1C007T	Operations Management	3	25	25	50	100
MMBM1C008T	Financial Management	3	25	25	50	100
MMBM1C009T	Human Resource Management	3	25	25	50	100
MMBM1C010T	Business Law	3	25	25	50	100
Skill Enhancement Course / Value Addition Course (Any One)						
MMBM1O004T	Indian Ethos and Business Ethics	2	12.5	12.5	25	50
MMBM1O005T	Value Based Marketing Leadership	2	12.5	12.5	25	50
Open Elective Courses						
#	Open Elective Course - III	4	25	25	50	100
#	Open Elective Course - III	4	25	25	50	100

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List of Open Elective Courses

Course Code	Course Name	Credit	CIA	MSE	ESE	Max. Marks
MMBM1O006T	Marketing Management	4	25	25	50	100
MMBM1O007T	Research Methodology	4	25	25	50	100
MMBM1O008T	International Business	4	25	25	50	100

Semester - III

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core Courses						
MMBM2C001T	Consumer Behaviour	4	25	25	50	100
MMBM2C002T	Strategic Management	4	25	25	50	100
Ability Enhancement/Audit/Qualifying Courses (Any One)						
MMBM2O001T	Written Analysis of Cases/Articles	-	-	-	-	-
MMBM2O002T	Academic and Report Writing	-	-	-	-	-
Open Elective Courses						
MMBM2O001P	Project / Field Work	4	-	-	-	100
#	Open Elective Course - I	4	25	25	50	100
#	Open Elective Course - II	4	25	25	50	100
#	Open Elective Course - III	4	25	25	50	100
Total		24	-	-	-	600

List of Open Elective Courses

Course Code	Course Name	Credit	CIA	MSE	ESE	Max. Marks
MMBM2O003T	Retail Management	4	25	25	50	100
MMBM2O004T	Advertising and Sales Promotion	4	25	25	50	100
MMBM2O005T	Integrated Marketing Communication	4	25	25	50	100
MMBM2O006T	Digital Marketing	4	25	25	50	100
MMBM2O007T	Essentials of Supply Chain Management AT	4	25	25	50	100
MMBM2O008T	Total Quality Management	4	25	25	50	100
MMBM2O009T	Decision Science	4	25	25	50	100
MMBM2O010T	Marketing Analytics	4	25	25	50	100
MMBM2O011T	Industrial Marketing	4	25	25	50	100
MMBM2O012T	Project on Consumer Behaviour	4	-	-	-	100

Semester - IV (OPTION-I)

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
Core Courses						
MMBM2C003T	Global Marketing ✓	4	25	25	50	100
MMBM2C004T	Entrepreneurship Development ✓	4	25	25	50	100
Ability Enhancement/Audit/Qualifying Courses (Any One)						
MMBM2O013T	Intellectual Property Rights ✓	-	-	-	-	-
Open Elective Courses						
#	Open Elective Course - IV	4	25	25	50	100
#	Open Elective Course - V	4	25	25	50	100
#	Open Elective Course - VI	4	25	25	50	100
#	Open Elective Course - VII	4	25	25	50	100
Total		24	-	-	-	600

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List of Open Elective Courses offered by Department of Marketing Management

Course Code	Course Name	Credit	CIA	MSE	ESE	Max. Marks
MMBM2O014T	Product and Brand Management	4	25	25	50	100
MMBM2O015T	Marketing of Services ✓	4	25	25	50	100
MMBM2O016T	Customer Relationship Management ✓	4	25	25	50	100
MMBM2O017T	Green Marketing ✓	4	25	25	50	100
MMBM2O018T	International Marketing	4	25	25	50	100
MMBM2O019T	Agriculture and Rural Marketing	4	25	25	50	100
MMBM2O020T	Purchasing and Materials Management	4	25	25	50	100
MMBM2O021T	Advanced Supply Chain Management ✓	4	25	25	50	100
MMBM2O022T	Logistics and Distribution Management	4	25	25	50	100
MMBM2O023T	Project on Digital Marketing	4	-	-	-	100

Semester – IV (OPTION-II)

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
MMBM2C001D	Dissertation (OJT)	20			500	500
MMBM2C001V	Viva Voce	04	-	-	-	100
Total		24	-	-	-	600

Note:

- 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% allowed/as per University Policy
- 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 management learned from Semester(s)-I-III with special emphasis on Major/Minor 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

15/05/2023
प्रो० (डॉ) यशवंत सिंह
कुलसचिव (I/C)

ईमेल: registrar@cujammu.ac.in

दूरभाष: 0191-249658

विभागाध्यक्ष /Head

विपणन एवं आपूर्ति श्रृंखला प्रबंधन विभाग / Department of Marketing and Supply Chain Management

प्रतिलिपि / Copy to:

परीक्षा नियंत्रक / Controller of Examinations



जम्मू केंद्रीय विश्वविद्यालय Central University of Jammu

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

संख्या: CUJ/Acad/11-14/1/2023/224

अधिसूचना / Notification 98 /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
Compulsory/Core Courses			
PHUN11C002T	Research Methodology	4	100
PHUN11C001T	Research and Publication Ethics	2	50
Optional/Open Elective Course (Any one)			
#	Open Elective Course - I	4	100
Total		10	250

Open Elective Course (Any one)			
PHSMM1C001T	Marketing Management	4	100
PHSMM1C002T	Advanced Marketing and Supply Chain Management		
PHSMM1C003T	Seminar on Thrust Area		

- Note:**
- 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


15/5/23

प्रो०(डॉ) यशवंत सिंह
कुलसचिव (I/c)

ईमेल: registrar@cujammu.ac.in

दूरभाष: 0191-249658

विभागाध्यक्ष /Head

विपणन एवं आपूर्ति श्रृंखला प्रबंधन विभाग / Department of Marketing and Supply Chain Management

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