

1. Following were present in the meeting:

1. **Prof. Jaya Bhasin**
Head, Department of HRM & OB
Dean, School of Business Studies
Central University of Jammu
2. **Dr. Shahid Mushtaq**
I/C Head, Department of MSCM
Central University of Jammu
3. **Prof. Mohammad Naved Khan**
Deptt. 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
10. **Mr. Upkar Singh** (Alumni Representative)

Introductory

2. The Head of Department warmly welcomed worthy members to the 8th 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:

BOS-8th / Item No. 01

To consider confirmation of minutes of 7th meeting of BoS held on 25th July 2022

3. Resolved that the Minutes of 7th meeting of BoS held on 25th July 2022 be confirmed.

Asif Ali
Upkar Singh
Salil Seth
Dr. Naresh Kumar
Dr. Shahid Mushtaq
Prof. Jaya Bhasin

32

BOS-8th/Item No. 02

To consider minutes of 4th and 5th Meeting(s) of Departmental Research Committee Meeting(s) held on 14th July 2022 and 16th January 2023

4. Resolved To consider minutes of 4th and 5th Meeting(s) of Departmental Research Committee held on 14th July 2022 and 16th January 2023
5. Resolved to recommend endorsement of Minutes of 4th & 5th DRC Meetings for appropriate action by concerned branch/section/bodies.
6. Further resolved to consider Minutes of RAC of Scholars held till date.

BOS-8th/Item No. 03

To consider research topic(s) and synopsis of PhD (Marketing Management) Scholar of Batch 2021-22 and to confirm the action taken by Head of Department regarding allocation of Supervisor to Scholar(s) of PhD (Marketing Management) Batch 2022-23

7. Resolved to consider research topic and synopsis of PhD (Marketing Management) Scholar of Batch 2021-22 as recommended by the Research Advisory Committee of held on 09-02-2023
8. Resolved to confirm the action taken by Head of Department regarding allocation of Supervisor to Scholar(s) of PhD (Marketing Management) Batch 2022-23 as details reflected below:

Roll No	Scholar Name	Supervisor	Date of Admission
22PMSM01	Mr. Mukesh Kumar	Dr. Naresh Kumar	23-07-2022
22PMSM02	Mr. Parveen Yadav	Dr. Salil Seth	19-07-2022

BOS-8th/Item No. 04

To confirm the action taken by Head of Department regarding the revised course structure of PhD (Marketing Management) Programme for academic session 2021-22 and 2022-23

9. Resolved to confirm the action taken by Head of Department regarding the revised course structure of PhD (Marketing Management) Programme for academic session 2021-22 and 2022-23

BOS-8th/Item No. 05

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 2022-23

10. 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 2022-23
11. 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 Semesters from ensuing Academic Session 2023-25 and suggested to adopt employment oriented/skill-based courses offered by reputed institutions.
12. Further, members unanimously authorize the Head to take appropriate action wherever required in adoption of MOOC courses and the same be reported in next meeting.

BOS-8th/Item No. 06

To consider recommendation of DAC regarding Project Proposals received from course participants of Open Elective Course(s) on Project on Consumer Behaviour (MMBM2O010T) and Project / Field Work (MMBM2O001P) and Project on Digital Marketing (MMBM2O003P) offered by the Department in 3rd & 4th Semesters during 2022-23 and to confirm the action taken by Head of Department regarding allocation of Supervisors for course participants of Open Elective Course(s) on Project on Consumer Behaviour (MMBM2O010T) and Project / Field Work (MMBM2O001P)/ Project on Digital Marketing (MMBM2O003P) offered by the Department in 3rd & 4th Semester during 2022-23

13. Resolved to consider recommendation of DAC regarding Project Proposals received from course participants of Open Elective Course(s) on Project on Consumer Behaviour (MMBM2O010T) and Project / Field Work (MMBM2O001P) and Project on Digital Marketing (MMBM2O003P) offered by the Department in 3rd & 4th Semesters during 2022-23 and to confirm the action taken by Head of Department regarding allocation of Supervisors for course participants of Open Elective Course(s) on Project on Consumer Behaviour (MMBM2O010T) and Project / Field Work (MMBM2O001P)/ Project on Digital Marketing (MMBM2O003P) offered by the Department in 3rd & 4th Semester during 2022-23
14. Further it was unanimously resolved to consider Reports of Project/Field Work submitted by learners of these courses as equivalent to Post Graduate dissertation.

BOS-8th/Item No. 07

To consider Panel of External Examiners for setting of question papers, evaluation of answer scripts and Viva Voce of MBA (Marketing Management) for Reappear Candidates of 2nd & 4th Semesters examinations scheduled during current academic session 2022-23 and 1st-4th Semester of Batch 2023-25 including University wide elective courses offered by the Department

15. Resolved to recommend the Panel of Examiners for setting of question papers, evaluation of scripts and Viva Voce of MBA (Marketing Management) Reappear Candidates of 2nd & 4th Semesters examinations scheduled during current academic session 2022-23 and 1st-4th Semester of Batch 2023-25
16. Further, members unanimously resolved to authorize the Head to add any name to the panel of paper setters and examiners of MBA (Marketing Management) considering their availability and report the same in next BoS meeting.

BOS-8th/ Item No. 08

To confirm the action taken by Head of Department regarding allocation of duties among faculty members for coordinating the same for smooth functioning of academic/research activities of the Department

17. Resolved to confirm the action taken by Head of Department regarding allocation of duties among faculty members for coordinating the same for smooth functioning of academic/research activities of the Department.

BOS-8th/ Item No. 09

To confirm the action taken by Head of Department regarding submission of Agenda Items on the recommendations of DAC for Emergent Meeting of School Board held on 23-12-2022

18. Resolved to confirm the action taken by Head of Department regarding submission of Agenda Items on the recommendations of DAC for Emergent Meeting of School Board held on 23-12-2022

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30

BOS-8th/ Item No. 10

To confirm the action taken by Head of Department on the recommendation of DAC regarding restructuring of existing course structure and syllabi of MBA (Marketing Management) applicable for Batches 2021-23 and 2022-24 notified by vide Notification No 127 Dated 23-08-2022

19. Resolved to confirm the action taken by Head of Department on the recommendation of DAC regarding restructuring of existing course structure and syllabi of MBA (Marketing Management) applicable for Batches 2021-23 and 2022-24 notified by vide Notification No 127 Dated 23-08-2022
20. Further resolved that learners have an option to choose from either of the 02 options available in revised course structure 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 is desirable that the OJT/Project/Dissertation Report(s) be based on specialization of the candidate or as per available opportunity.

BOS-8th/ Item No. 11

To confirm the action taken by Head of Department on the recommendation of DAC regarding issuance of NoC in favour of Ms. Nikita Gupta for applying to PhD Programme at Central University of Rajasthan.

21. Resolved to confirm the action taken by Head of Department regarding issuance of NoC in favour of Ms. Nikita Gupta for applying to PhD Programme at Central University of Rajasthan. Further resolved to consider transfer of her research work for pursuing PhD from Central University of Rajasthan as per extant rules applicable to married candidates in light of University Ordinance No 6 A governing PhD Programmes.
22. Further, as per the recommendations of the supervisor and RAC members as reflected in the minutes of meeting that the research performance of Ms. Nikita Gupta was found to be continuously non-satisfactory. Keeping in view the above mentioned facts into consideration including her poor attendance, failure to submit the application form in prescribed format for synopsis registration within stipulated time period even after repeated reminders, it was unanimously resolved to refer her case to School Board with the recommendation for cancellation as per University rules.

BOS-8th/ Item No. 12

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 25th July 2022

23. 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 2022-23 be placed on record.

BOS-8th/ Item No. 13

Any other items with the permission of the chair

24. Members suggested to strengthen Corporate Immersion & Leadership Development Programme and suggested inclusion of new courses in the existing basket of notified course structure for catering to the emerging requirements of the industry for field based skill development of the learners.

25. Dr. Anju Thapa reported the minor change in title of **Mr. Souvik Roy Choudhury**, Research Scholar of Batch 2020-21 endorsed by DRC in its 5th Meeting held on 16 January 2023 vide resolution NO 5. Members unanimously resolved to recommend the change in title as endorsed by DRC. The details are as under:

Roll No	Date of Registration	Existing Title	Revised Title
0651520	15-02-2021	Impact of Ephemeral Social Media on Referral Buying Behaviour notified vide Notification No. 09/2023 Dated 11-01-2023	Impact of Ephemeral Social Media on Referral Behaviour

The meeting ended with a vote of thanks by the chair.

4/11/23

@Thapa

Choi



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)

संख्या: CUJ/Acad/11-14/1/2023/224

15.05.2023

अधिसूचना / Notification 98 /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



प्रो. (डॉ.) यशवंत सिंह

कुलसचिव (I/c)

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विभागाध्यक्ष /Head

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

प्रतिलिपि / Copy to:

परीक्षा नियंत्रक / Controller of Examinations