



# जम्मू केंद्रीय विश्वविद्यालय

## Central University of Jammu

राया - सूचानी (बागला), जिला रांबा - 181143, जम्मू (जम्मू एवं कश्मीर)  
Rahya - Suchani (Bagla), District: Samba - 181143, Jammu (J&K)

विकसित भारत  
अभियान

CUJ/ Acad/04-XVII/2025/ 675

22 August, 2025

अधिगृहणा संख्या 86 /2025

**विषय :** Course Scheme Notification as per NEP-2020 of 1<sup>st</sup> Semester of Master of Business Administration (M.B.A.), Master of Business Administration-Marketing Management (MBA-MM) & Master of Business Administration-Tourism and Travel Management (MBA-TTM) admitted in the Department of HRM&OB, Department of Marketing & Supply Chain Management and Department of Tourism and Travel Management for the batch admitted in the Academic Year 2025-26- Reg.

It is hereby notified for the information of the all concerned that on the recommendations of **Head, Department of HRM&OB; Head, Department of Marketing & Supply Chain Management; Head, Department of Tourism and Travel Management and Dean, School of Business Studies;** in anticipation of the approval of next Board of Studies (BoS), School Board and Academic Council, the Competent Authority has approved the **Course Scheme and syllabus of 1<sup>st</sup> Semester of Master of Business Administration (M.B.A.), Master of Business Administration-Marketing Management (MBA-MM) & Master of Business Administration-Tourism and Travel Management (MBA-TTM)** admitted in the Department of HRM&OB; Department of Marketing & Supply Chain Management; Department of Tourism and Travel Management for the **batch admitted in the Academic Year 2025-26**, as detailed below:

### Semester- I

Course Code	Course Title	L	T	P	C
<b>Core Courses</b>					
MMBA1C01	Management of Organizations	3	0	0	3
MMBA1C02	Managerial Economics	3	0	0	3
MMBA1C03	Accounting for Financial Decisions	3	0	0	3
MMBA1C04	Business Statistics through SPSS	4	0	0	4
MMBA1C05	Business Environment & Ethics	2	0	0	2
MMBA1C06	Tourism Principles and Practices	3	0	0	3
<b>Open Elective Courses (SEC/VAC/OEC/AEC)</b>					
#	Open Elective Courses	-	-	-	10
<b>Total</b>		-	-	-	<b>28</b>

The student has to earn minimum **28 credits** during the Semester-I. Apart from six core courses of 18 credits, the candidate has to earn **10 more credits (including 02 credits from VAC)** among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform-MOOC courses etc.

<b>List of Open Elective Courses offered by the Department of HRM&amp;OB; Department of Marketing &amp; Supply Chain Management; Department of Tourism and Travel Management</b>							
Course Code	Course Title	Nature of the Course	Semester	L	T	P	C
<b>Open Electives Courses</b>							
MMBA1O01	Business Communication for Professionals	VAC	1	2	0	0	2
MMBA1O02	Business Analytics and Intelligence	SEC	1	2	0	0	2
MMBA1O03	AI Strategies for Management	SEC	1	2	0	0	2
MMBA1O04	Advance Excel for Business Decision Problems	SEC	1	1	0	2	2




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MIMBA1005	New Age Business Models	OEC	1	2	0	0	2
MIMBA1006	Financial Markets and Financial Modelling	OEC	1	2	0	0	2
MTTM1001	AI Applications in Tourism and Hospitality	AEC	1	2	0	0	2
MTTM1002	Design Thinking for Tourism Product Development	SEC	1	2	0	0	2
MTTM1003	Airport Operations and Cargo Management	AEC	1	2	0	0	2
MTTM1004	Applications of PMS and GDS	SEC	1	1	0	2	2

  
कुलसचिव

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दूरभाष: 80821-97957

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1. Head, Department of HRM & OB
2. Head, Department of Marketing and Supply Chain Management
3. Head, Department of Tourism and Travel Management

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विकसित भारत  
अभियान  
1847 TO 2047

CUJ/Acad/04-XVII/2026/470

19 मार्च, 2026

## अधिसूचना

विषय: शैक्षणिक सत्र 2025-26 के लिए मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन, मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन- मार्केटिंग मैनेजमेंट और मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन- टूरिज्म एंड ट्रेवल मैनेजमेंट के द्वितीय सेमेस्टर के लिए एनईपी-2020 के अनुसार पाठ्यक्रम योजना अधिसूचना - के सम्बन्ध में

Sub: Course Scheme Notification as per NEP-2020 of 2<sup>nd</sup> Semester of Master of Business Administration, Master of Business Administration- Marketing Management and Master of Business Administration- Tourism and Travel Management for the academic session 2025-26 - Reg.

सभी संबंधितों की जानकारी के लिए यह सूचित किया जाता है कि अध्ययन बोर्ड की 23<sup>वीं</sup> बैठक (एचआरएमओबी) जो 18.11.2025 को आयोजित हुई थी, और 15<sup>वीं</sup> बैठक (एमएससीएम) जो 18.11.2025 को आयोजित हुई थी, की अनुशंसाओं पर तथा अगले स्कूल बोर्ड और अगले अकादमिक परिषद की स्वीकृति की प्रत्याशा में, सक्षम प्राधिकारी ने मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन, मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन- मार्केटिंग मैनेजमेंट, मास्टर ऑफ बिजनेस एडमिनिस्ट्रेशन- टूरिज्म एंड ट्रेवल मैनेजमेंट के द्वितीय सेमेस्टर के पाठ्यक्रम योजना और सिलेबस को शैक्षणिक सत्र 2025-26 के लिए अनुमोदित कर दिया है, जैसा नीचे विस्तृत रूप में दिया गया है:

It is hereby notified for the information of all concerned that on the recommendation of the Board of Studies in its 23<sup>rd</sup> Meeting held on 18.11.2025 (HRM & OB), 15<sup>th</sup> Board of Studies Meeting held on 18.11.2025 (MSCM) and in anticipation of approval of next School Board and in anticipation of approval of next Academic Council, the Competent Authority has approved the Course Scheme and Syllabus of 2<sup>nd</sup> Semesters of Master of Business Administration, Master of Business Administration- Marketing Management, Master of Business Administration- Tourism and Travel Management for the academic session 2025-26, as detailed below:

## Semester- II

Course Code	Course Title	T	L	P	C
<b>Core Courses</b>					
MMBA2C01	Decision Science	3	0	0	3
MMBA2C02	Corporate Finance	3	0	0	3
MMBA2C03	Human Resource Management	3	0	0	3
MMBA2C04	Marketing Management	3	0	0	3
MMBA2C05	International Tourism Business	3	0	0	3
MMBA2C06	Innovation and Entrepreneurship	3	0	0	3
<b>Open Elective Courses (SEC/YAC/OEC/AEC) on SWAYAM Platform- MOOC Courses</b>					
#	Open Elective Courses	-	-	-	10
<b>Total</b>		-	-	-	<b>28</b>

छात्र को द्वितीय सेमेस्टर के दौरान न्यूनतम 28 क्रेडिट अर्जित करने होंगे। 3 क्रेडिट के छह मुख्य पाठ्यक्रमों के अलावा, उम्मीदवार को 10 अतिरिक्त क्रेडिट अर्जित करने होंगे, जिनमें से 2 क्रेडिट वीएसी (अनिवार्य) से और 8 क्रेडिट विभाग या अन्य विभागों द्वारा या स्वयम प्लेटफॉर्म, मूकपाठ्यक्रमों के माध्यम से प्रस्तावित किए गए ओपन इलेक्टिव बास्केट से प्राप्त करने होंगे।



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1947 TO 2047

The student has to earn a minimum of 28 credits during Semester II. Apart from six core courses of 03 credits each, the candidate has to earn 10 more credits, including 2 credits from VAC (Compulsory) and 8 credits among the Open Elective Basket offered by the Department or other Departments or on the SWAYAM platform, MOOC courses.

Course Code	Course Title	Nature of the Course	L	T	P	C
MTTM2O01	Hospitality Operations and Management	OEC	2	0	0	2
MTTM2O02	Meeting , Incentives , Conference and Exhibitions (MICE) Management	OEC	2	0	0	2
MTTM2O03	Travel Agency and Tour Operations Management	OEC	2	0	0	2
MMBA2O01	Leadership in Digital Era	OEC	2	0	0	2
MMBA2O02	Generative AI	OEC	0	0	4	2
MMBA2O03	Supply Chain Management	OEC	2	0	0	2
MMBA2O04	Global Security Market	OEC	2	0	0	2
MMBA2O05	Digital Marketing	SEC	2	0	0	2
MMBA2O06	Sustainable Business Practices	OEC	2	0	0	2
MMBA2O07	Corporate Legal Framework	OEC	2	0	0	2
MMBA2O08	Organizational Behaviour	OEC	2	0	0	2
MMBA2O09	Indian Knowledge System in Management	VAC	2	0	0	2
MMBA2O10	Operations Management	OEC	2	0	0	2

19/03/26  
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