



# जम्मू केंद्रीय विश्वावेद्यालय

Central University of Jammu

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

संख्या : CUJ/ACAD/04-XXI/2024/ 568

10 Dec. 2024  
November, 2024

**Notification No. /अधिसूचना संख्या 16/2024**

**विषय :** Course Scheme and Syllabus as per NEP-2020 of 1<sup>st</sup> Semester of M.B.A for batch 2024-25 admitted in the Department of HRM&OB, Department of Tourism & Travel Management and Department of Marketing and Supply Chain Management – Reg.

सभी संबंधितों की जानकारी के लिए यह अधिसूचित किया जाता है कि 20.06.2024 को आयोजित स्कूल ऑफ बिजनेस स्टडीज की सिफारिश, 28.08.2024 को आयोजित 19<sup>वीं</sup> अकादमिक परिषद की मंजूरी, एनईपी के अनुसार 2024-25 में प्रवेश लेने वाले बैच के लिए एचआरएम और ओबी विभाग, टीटीएम विभाग और एमएससीएम विभाग के प्रथम सेमेस्टर की पाठ्यक्रम योजना और पाठ्यक्रम का विवरण नीचे दिया गया है:


It is hereby notified for the information of all concerned that on the recommendation of School of Business Studies held on 20.06.2024, approval of 19<sup>th</sup> Academic Council held on 28.08.2024, the Course Scheme and Syllabus of 1<sup>st</sup> Semester in the Department of HRM&OB, Department of Tourism & Travel Management and Department of Marketing and Supply Chain Management for the batch admitted in 2024-25 as per NEP is detailed below:

## Semester-I

Course Code	Course Title	Credit		L	T	P
		L	T			
<b>Core Courses</b>						
MGBA1C001T	Management of Organizations	4	0	4	0	0
MGBA1C002T	Managerial Economics	4	0	4	0	0
MGBA1C003T	Management Accounting	4	0	4	0	0
MGBA1C004T	Business Environment & Ethics	4	0	4	0	0
MGBA1C005T	Comprehensive Viva	0	2	0	0	4
<b>Elective Courses</b>						
#	Open Elective Courses	10	-	-	-	-
<b>Total</b>		<b>28</b>		-	-	-

The student has to earn maximum of 28 credits during the Semester-I. Apart from four core credits of 04 credits each and one Viva of 02 credits, the candidate has to earn 2 credits from (VAC) and 8 credits among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform- MOOC courses.

Course Code	Course Title	Course	Credit		L	T	P
			L	T			
UGBA00001T	Business Analytics using R Programming	SEC	4	0	4	0	0
UGBA00002T	Case Study Implementation through SPSS	SEC	4	0	4	0	0
UGBA00003T	Leadership in Organisations	AEC	4	0	4	0	0
UGBA00004T	Management Information System	AEC	4	0	4	0	0
UGBA00005T	Introduction to Digital Economy	AEC	4	0	4	0	0
UGBA00006T	Communication for Professional Excellence	VAC	0	2	0	0	0
UGBA00007T	Introduction to Supply Chain Management	AEC	4	0	4	0	0
UGBA00008T	Digital Tourism Business	VAC	4	0	4	0	0
UGBA00009T	Introduction to Marketing Analytics	AEC	4	0	4	0	0
UGBA00010T	Introduction to Tourism Industry	SEC	4	0	4	0	0

  
10/12/24  
कुलसचिव

ई-मेल: registrar@cuammu.ac.in

दूरभाष: 80821-97957

To: Head, Department of Human Resource Management & OB  
Head, Department of Tourism and Travel Management  
Head, Department of Marketing and Supply Chain Management  
Copy to: Controller of Examinations



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

CUJ/Acad/04-XXI/2025/56



28 February, 2025

अधिसूचना संख्या 17/2025

**विषय:** Course Scheme Notification of 2<sup>nd</sup> Semester of Master of Business Administration (MBA) and Master of Business Administration-Marketing Management (MBA-MM) for batch 2024-26 admitted in the Department of HRM&OB and Department of Marketing and Supply Chain Management - Reg.

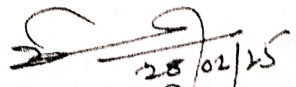
It is hereby notified for the information of all concerned that on the recommendation of 8<sup>th</sup> Meeting of School Board of School of Business Studies held on 25.10.2024; in anticipation of approval of next Academic Council, the Competent Authority has approved the Course Scheme and Syllabus of 2<sup>nd</sup> Semester of Master of Business Administration (MBA) and Master of Business Administration-Marketing Management (MBA-MM) for batch 2024-26 admitted in the Department of HRM&OB and Department of Marketing and Supply Chain Management as detailed below:

### Semester- II

Course Code	Course Title	Credits		L	T	P
		L	P			
<b>Core Courses</b>						
MGBA1C006T	Human Resource Management	4	0	4	0	0
MGBA1C007T	Marketing Management	4	0	4	0	0
MGBA1C008T	Financial Management	4	0	4	0	0
MGBA1C009T	Corporate Legal Framework	4	0	4	0	0
MGBA1C002V	Comprehensive Viva	0	2	0	0	4
<b>Value Addition Course</b>						
UGBA1O001T	Indian Knowledge System	2	0	2	0	0
<b>Elective Courses</b>						
#	Open Elective Courses	8		-	-	-
<b>Total</b>		28		-	-	-

The student has to earn maximum 28 credits during the Semester-II. Apart from four core courses of 04 credits each and one Viva of 02 credits, the candidate has to earn 2 credits from VAC and 8 credits among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform-MOOC courses.

Course Code	Course Title	Nature of the Course	Credit		L	T	P
			L	P			
UGBA00011T	Introduction to Python	SEC	2	2	2	0	4
UGBA00012T	AI in Business Management	SEC	4	0	4	0	0
UGBA00013T	Academic Report Writing	AEC	4	0	4	0	0
UGBA00014T	Case Study Implementation through AMOS/PLS	SEC	2	2	2	0	4
UGBA00015T	Public Policy & Corporate Governance	AEC	4	0	4	0	0
UGBA00016T	Operations Research	AEC	4	0	4	0	0
UGBA00017T	Operations and Materials Management	AEC	4	0	4	0	0

  
28/02/25  
कुलसचिव

ईमेल: [registrar@cejammu.ac.in](mailto:registrar@cejammu.ac.in)

दूरभाष: 80821-97957

विभागाध्यक्ष, मानव संसाधन प्रबंधन एवं संगठनात्मक व्यवहार विभाग

विभागाध्यक्ष, विपणन एवं श्रृंखला आपूर्ति प्रबंधन विभाग

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विकसित भारत  
अभियान

CUJ/Acad/04-XX/2025/ 673

22 August, 2025

अधिसूचना संख्या 84/2025

**विषय :** Course Scheme Notification as per NEP-2020 of 3<sup>rd</sup> and 4<sup>th</sup> Semesters of Master of Business Administration-Marketing Management (MBA-MM) admitted in the Department of Marketing and Supply Chain Management for batch 2024-26 - Reg.

**Ref:** Notification No. 62/2025 dated 11.08.2025

In supersession to the notification under reference, it is hereby notified for the information of all concerned that on the recommendation of the Board of Studies in its 14<sup>th</sup> Meeting held on 07.07.2025 and in anticipation of approval of next Academic Council, the Competent Authority has approved the Course Scheme and Syllabus of 3<sup>rd</sup> and 4<sup>th</sup> Semesters of Master of Business Administration-Marketing Management (MBA-MM) for batch 2024-26 admitted in the Department of Marketing and Supply Chain Management, as detailed below:

### Semester- III

Course Code	Course Title	L	T	P	C
<b>Core Courses</b>					
MGBA2C001T	Strategic Management -	4	0	0	4
MGBA2C001I	Dissertation/Field Visit (Summer Internship)	0	0	8	4
<b>Audit Course</b>					
UGBA00051T	Written Analysis of Cases*	-	-	-	-
<b>Open Elective Courses (SEC/VAC/OEC/AEC) or on SWAYAM Platform-MOOC Courses</b>					
#	Open Elective Courses	-	-	-	16
<b>Total</b>					
24					

The student has to earn maximum 24 credits during the Semester-III. Apart from two core courses of 04 credits each (including 04 credit from Dissertation/Field Visit (Summer Internship)), the candidate has to earn 16 more credits among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform-MOOC courses etc.

Course Code	Course Title	Nature of the Course	L	T	P	C
<b>Open Electives Courses</b>						
UGBA00024T	Consumer Behaviour -	OEC	4	0	0	4
UGBA00026T	Retail Management	OEC	4	0	0	4
UGBA00033T	Digital Marketing -	OEC	4	0	0	4
UGBA00034T	Integrated Marketing Communication	OEC	4	0	0	4
UGBA00042T	Advertising and Sales Promotion -	OEC	4	0	0	4
UGBA00043T	Logistics and Distribution Management -	OEC	4	0	0	4
UGBA00001P	Project on Consumer Behaviour	OEC	0	0	8	4

### Semester- IV (OPTION-1)

Course Code	Course Title	L	T	P	C
<b>Core Courses</b>					
MGBA2C002T	Entrepreneurship and Innovation Management	4	0	0	4
MGBA2C003T	Global Marketing	4	0	0	4

*[Handwritten Signature]*



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Audit Course				
UGBA00052T	Intellectual Property Rights*	-	-	-
Open Elective Courses (SEC/VAC/OEC/AEC) or on SWAYAM Platform-MOOC Courses				
	Open Elective Courses	-	-	16
Total		-	-	24

Course Code	Course Title	Nature of the Course	L	T	P	C
Open Electives Courses						
UGBA00025T	Marketing of Services	OEC	4	0	0	4
UGBA00045T	Product and Brand Management	OEC	4	0	0	4
UGBA00046T	Customer Relationship Management	OEC	4	0	0	4
UGBA00047T	Sustainable Marketing	OEC	4	0	0	4
UGBA00048T	Advanced Supply Chain Management	OEC	4	0	0	4
UGBA00049T	Agriculture and Rural Marketing	OEC	4	0	0	4
UGBA00002P	Project on Digital Marketing	OEC	0	0	8	4

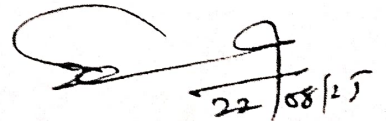
The student has to earn maximum 24 credits during the Semester-IV (Option-I). Apart from two core courses of 04 credits each, the candidate has to earn 16 more credits among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform-MOOC courses etc.

**Semester- IV (OPTION-II)**

Course Code	Course Title	L	T	P	C
Core Courses					
MGBA2C001D	Dissertation (OJT)	0	0	24	12
MGBA2C001V	Viva-Voce	0	0	16	8
##	MOOC (preferably related to Project Management)	-	-	-	4
Total		-	-	-	24

The student has to earn maximum 24 credits during the Semester-IV (Option-II). Apart from two core courses including Dissertation (OJT) of 12 credits and Viva Voce of 08 credit, the candidate has to opt one MOOC course (related to Project Management) of 04 credit.

\* Audit Course is qualifying in Nature only.

  
22/08/25  
कुलसचिव

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