



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

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

31st October, 2018

No. 4-16/CUJ/Reg/Acad/SCM/2016/466

NOTIFICATION No. 65/2018

Sub: Course Scheme and Syllabus of 1st to 2nd Semester of MBA in Marketing Management w.e.f. Academic Session 2018-19 – Reg.

Ref: Notification No. 4-8/CUJ/Reg/2016/477 dated 07.09.2017

It is hereby notified for the information of all concerned that on the recommendation of the Board of Studies of Department of Marketing and Supply Chain Management, the Academic Council has approved the following Course Scheme and Syllabus of 1st to 2nd Semester of MBA in Marketing Management w.e.f. Academic Session 2018-19.

Semester 1st

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
PGSMM1C001T	Organizational Behaviour	4	25	25	50	100
PGSMM1C002T	Business Environment	4	25	25	50	100
PGSMM1C003T	Management Fundamentals	4	25	25	50	100
PGSMM1C004T	Business Statistics	4	25	25	50	100
PGSMM1C005T	Managerial Economics	4	25	25	50	100
PGSMM1C006T	Management Accounting	4	25	25	50	100
PGSMM1C001V	Viva-Voce	2	-	-	-	50
Foundation Course						
PGSMM1F001T	Communication for Professional Excellence	2	12.5	12.5	25	50
Total		28	-	-	-	700

Semester 2nd

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
PGSMM2C001T	Marketing Management	4	25	25	50	100
PGSMM2C002T	Financial Management	4	25	25	50	100
PGSMM2C003T	Research Methodology	4	25	25	50	100
PGSMM2C004T	Operations Management	4	25	25	50	100
PGSMM2C005T	Business Law	4	25	25	50	100
PGSMM2C006T	Human Resource Management	4	25	25	50	100
PGSMM2C001V	Viva-Voce	2	-	-	-	50
Foundation Course						
PGSMM2F001T	Indian Ethos and Business Ethics	2	12.5	12.5	25	50
Total		28	-	-	-	700

Encl: Syllabus of 1st to 2nd Semester

To:

Head, Department of Marketing and Supply Chain Management

Copy to:

OSD (Exam)

Deputy Registrar
(Admn - HR)

31/10/18



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PGSMM1C002T	Business Environment	4	25	25	50	100
PGSMM1C003T	Management Fundamentals	4	25	25	50	100
PGSMM1C004T	Business Statistics	4	25	25	50	100
PGSMM1C005T	Managerial Economics	4	25	25	50	100
PGSMM1C006T	Management Accounting	4	25	25	50	100
PGSMM1C001V	Viva-Voce	2	-	-	-	50
Foundation Course						
PGSMM1F001T	Communication for Professional Excellence	2	12.5	12.5	25	50
Total		28	-	-	-	700

Semester 2nd

Course Code	Course Title	Credit	CIA	MSE	ESE	Max Marks
Core Courses						
✓ PGSMM2C001T	Marketing Management	4	25	25	50	100
✓ PGSMM2C002T	Financial Management	4	25	25	50	100
✓ PGSMM2C003T	Research Methodology	4	25	25	50	100
✓ PGSMM2C004T	Operations Management	4	25	25	50	100
✓ PGSMM2C005T	Business Law	4	25	25	50	100
✓ PGSMM2C006T	Human Resource Management	4	25	25	50	100
✓ PGSMM2C001V	Viva-Voce	2	-	-	-	50
Foundation Course						
✓ PGSMM2F001T	Indian Ethos and Business Ethics	2	12.5	12.5	25	50
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