

UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION

(23/July/Adp./69)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the Syllabi and Courses of Studies of the subject of **Executive Masters of Business Administration (Executive MBA)** of Semester Ist, and IInd (as given in the annexure) for the examinations to be held in the years as per the details given below:

Subject	Semester	For the examinations to be held in the year
Executive MBA	Semester-I	Dec. 2023, 2024 and 2025
	Semester-II	May 2024, 2025 and 2026

The Syllabi of the courses is also available on the University website: www.jammuuniversity.ac.in.

Sd/-

DEAN ACADEMIC AFFAIRS

No. F. Acd/II/23/7460-7468

Dated: 31-07-2023

Copy for information and necessary action to:

1. Dean Faculty of Business Studies
2. HOD/Convener, Board of Studies **Business Management**
3. All members of the Board of Studies
4. C.A. to the Controller of Examinations
5. Director, Computer Centre, University of Jammu
6. Deputy Registrar/Asst. Registrar (Conf. /Exams. Prof)
- ✓ 7. Incharge University Website for necessary action please

Sumitachano
31/7/23
Deputy Registrar (Academic)
SS 28/7/23
Pal 28/7/23
H 28/7/23

**The Business School
University of Jammu**

Course Structure & Syllabus

of

**EXECUTIVE MASTERS OF
BUSINESS ADMINISTRATION**

(Executive MBA)

Semester I & II

(For the session 2023, 2024 and 2025)

EXECUTIVE MASTERS OF BUSINESS
ADMINISTRATION (Executive MBA)

SEMESTER -I

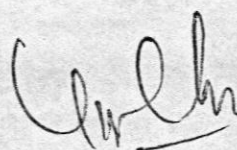
Course Code	Course Title	Credits
<i>Core Courses</i>		
MBEXC 101	Management Principles & Organizational Behaviour	5
MBEXC 102	Economics for Managers	5
MBEXC 103	Marketing for Executives	5
MBEXC 104	Financial and Management Accounting	5
MBEXV 105	Viva- Voce	2
<i>Value Added Course</i>		
MBEXV 106	Fundamentals of Research and Report Writing	3
<i>MOOC Course</i>		4
TOTAL		29

** EXIT OPTION 1: Executive Diploma in Management will be awarded after first semester*

SEMESTER -2

Course Code	Course Title	Credits
<i>Core Course</i>		
MBEXC 201	Corporate Finance	5
MBEXC 202	Managing Human Resource and Employee Relations	5
MBEXC 203	Consumer Behaviour	5
MBEXC 204	Production and Operations Management	5
MBEXV 205	Viva- Voce	2
<i>Value Added Course</i>		
MBEXV 206	Optimisation Techniques for Decision Making	3
<i>MOOC Course</i>		4
TOTAL		29

** EXIT OPTION 2: Executive PG Diploma in Management will be awarded after second semester*



Course Title	Credits
Management Principles & Organizational Behavior I	3
Management Principles & Organizational Behavior II	3
Business Law I	3
Business Law II	3
Financial and Managerial Accounting	3
Business Statistics	3
Business Ethics	3
TOTAL	21

SEMESTER - I

Course Title	Credits
Management Principles & Organizational Behavior I	3
Management Principles & Organizational Behavior II	3
Business Law I	3
Business Law II	3
Financial and Managerial Accounting	3
Business Statistics	3
Business Ethics	3
TOTAL	21

Semester-I
(Examinations to be held in December 2023, 2024 and 2025)

Course Code: MBEXC101

Credits – 5

Contact Hours- 10 hours per credit

**Course Title: Management Principles &
Organizational Behaviour**

Maximum Marks – 100

Internal Assessment– 50

End Term Examination– 50

Course Overview

This course emphasizes on principles of management, with focus on managerial functions and behavioural aspects as well as their practical applications in the organisation. Proper understanding of management principles is very necessary and helpful for managers as these principles act as guidelines for managerial activities. The management principles insist on planned activities and systematic organisation and execution of resources. The course also aims at developing a basic understanding of individual and group behavior in organizations. The significance of the course is that managers understand the organizational impact of individual and group behaviours, become effective in motivating their subordinates, become able to create and maintain better relationships between management and employees and predict and control employee behavior. The course is based on the foundation of theory with incorporation of a strong practical emphasis.

Course Learning Outcomes: On successful completion of the course, the students will be able to:

1. Understand the principles and functions of management in current business context.
2. Apply the contemporary models of management to deal with current management challenges.
3. Analyze the fundamental areas of individual behaviour.
4. Demonstrate the skills required for leading and motivating people to achieve organizational objectives.
5. Formulate and solve real life problems using the concepts and models of organizational behaviour.

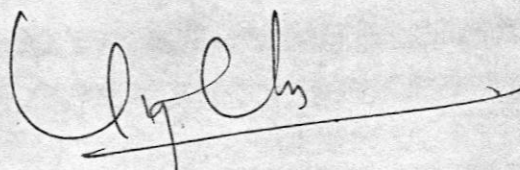
COURSE CONTENT

UNIT I

Evolution of management and its professionalization in India, management and society, global and comparative management, strategic planning and policy making, TOWS matrix, portfolio matrix, fundamental functions of managers etc., any other contemporary area.

UNIT II

Interdisciplinary approach in understating human behaviour, organizational behaviour responses to global and cultural diversity, evolution of organizational behaviour, perception, attribution theory, attitudes, personality etc., any other contemporary area.



Semester-I

(Examinations to be held in December 2023, 2024 and 2025)

Course Code: MBEXC101

Credits – 5

Contact Hours- 10 hours per credit

Course Title: Management Principles &
Organizational Behaviour

Maximum Marks – 100

Internal Assessment– 50

End Term Examination– 50

UNIT III

This unit emphasises on the thrust areas in organizational behaviour like emotions and emotional intelligence, learning, motivation, decision making, conflict and negotiation, stress management, organizational development, organizational culture, team building etc., any other contemporary area.

UNIT IV and UNIT V

With the help of these units, participants are expected to incorporate concepts from the course into a real-world project. The objective of the project work is to provide a thorough understanding of how the theoretical knowledge learnt during the course can be applied in the decision-making process.

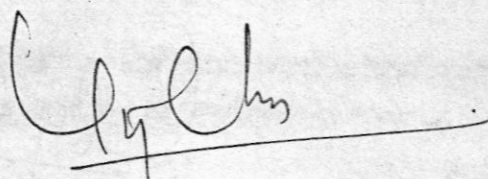
The project can be comprehensive case study (covering single organisation/multifunctional area problem formulation, analysis and recommendations)/ inter-organisational study (aimed at comparison/validation of theory/survey of management practices)/ field-based projects (empirical study) etc.

Some Indicative topics for the project work in this course are:

1. Devising Strategic Plans to improve organisational performance
2. Analysis of Contemporary Leadership Models
3. Evaluating Motivational Techniques to enhance employee commitment
4. Study of Emotional Intelligence in select organisation

Suggested Readings

1. Koontz, Harold, Cyril O'Donnell, and Heinz Weichrich: Essentials of Management, Tata McGraw Hills, New Delhi.
2. Robbins, Stephen P, and Mary Coulter: Management, PHI, New Delhi.
3. Vashishth, Neeru: Student's Guide to Management, TAXMANN, New Delhi.
4. Luthans, Fred: Organizational Behaviour, McGraw-Hills, New York.
5. Robbins, Stephen P: Organizational Behaviour, Prentice Hall, New Delhi.
6. Pareek, U.: Organizational Processes, Oxford and IBH, New Delhi.
7. Robbins, S. P.: Organizational Behavior, Prentice Hall of India.
8. DeCenzo, D. A., Robbins, S.: Personnel and Human Resource Management, Prentice Hall of India, New Delhi.
9. Keith Davis, Newstrom, John W.: Organizational Behavior, Tata McGraw Hill, New Delhi.
10. Koontz & Weirich, Essentials of Management, Tata McGraw Hill Publishing Company, New Delhi.



Semester-I

(Examinations to be held in December 2023, 2024 and 2025)

Course Code: MBEXC101

Course Title: Management Principles &
Organizational Behaviour

Credits – 5

Maximum Marks – 100

Contact Hours- 10 hours per credit

Internal Assessment– 50

End Term Examination– 50

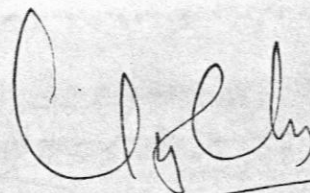
Evaluation Criteria

Continuous Comprehensive Evaluation (CCE)

The candidates will be evaluated on the basis of CCE. After completion of each UNIT in every course there shall be internal assessment of 10 marks each (total 50 marks)

Term End Exam

The Term End Exam shall have a weightage of 50 marks. The Question Paper will have three parts A, B and C. In part A, there shall be five questions of 2 marks each from the syllabus. All the questions in part A are compulsory (total 10 marks). Part B shall consist of six questions of 05 marks each with practical application of the concepts studied in the course. All the questions in part B are compulsory (total 20 marks). Part C shall consist of two long answer type/ case study questions of 10 marks each. The candidate has to attempt any one question (total 10 marks).



Semester-I
(Examinations to be held in December 2023, 2024 and 2025)

Course Code: MBEXC102
Credits – 5
Contact Hours- 10 hours per credit

Course Title: Economics for Managers
Maximum Marks- 100
Internal Assessment– 50
End Term Examination– 50

Course Overview

The theoretical background of the subject is microeconomics, but managerial economics is much more focused on applications of the economic principles in practice and competition in doing business. This course will use a systematic framework from economics to analyze the decision making in doing business and to explain that how the economic principles and its applications are related. Based on the critical concepts in microeconomics, the course will focus on competitive strategies. Towards different industries and different markets, this course will analyze that how to select a better strategy in pricing, product differentiation, and output competition, etc, and to explain the critical factors to reach better performance in business decision making.

Course Learning Outcomes: At the end of the course, participants will be able to;

1. Apply knowledge of the mechanics of supply and demand to explain working of markets.
2. Integrate knowledge of changes in demand and supply to explain market behavior.
3. Demonstrate a good knowledge of the relations between production and costs.
4. Proficiently apply knowledge of key market characteristics to analyze consequences of different market structure

COURSE CONTENT

UNIT I

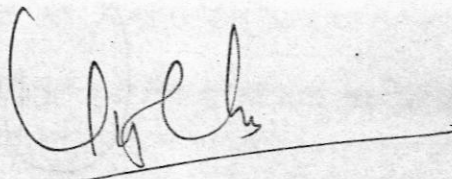
Demand management and market forces; Forecasting for handling demand; Application of demand and supply elasticity; Valuing physical outputs and inputs; Pricing in a competitive market.

UNIT II

Equilibrium of a firm, market structures and competition- perfect competition, monopoly, monopolistic competition, oligopoly (kinked demand curve model), price discrimination.

UNIT III

Economics of Digital platforms such as Amazon, Zomato, Uber, Netflix and Facebook, emphasizing their applications in public policy and businesses.



Semester-I
(Examinations to be held in December 2023, 2024 and 2025)

Course Code: MBEXC102
Credits – 5
Contact Hours- 10 hours per credit

Course Title: Economics for Managers
Maximum Marks- 100
Internal Assessment– 50
End Term Examination– 50

UNIT IV and UNIT V

With the help of these Units, participants are expected to incorporate concepts from the course into a real-world project. The objective of the project work is to provide a thorough understanding of how the theoretical knowledge learnt during the course can be applied in the decision-making process.

The project can be comprehensive case study (covering single organisation/multifunctional area problem formulation, analysis and recommendations)/ inter-organisational study (aimed at comparison/validation of theory/survey of management practices)/ field-based projects (empirical study) etc.

Some Indicative topics for the project work in this course are:

1. Assess market characteristics and firm level behaviors
2. Analyze macroeconomic and microeconomic variables at the firm and country levels.;
3. Explore asymmetries and externalities as forms of market failure and as best practices for equilibrium outcomes within market structures.
4. Create a business plan

Additional Readings:

The Economist; The Mint Magazine; Business News Today; The Economic Times; The Hindu; The Financial Express

Suggested Readings

1. Dominick Salvatore (2009). Principles of Microeconomics (5th Edition). Oxford University Press.
2. Pindyck, Rubinfeld and Mehta (2009). Micro Economics (7th Edition). Pearson. Lipsey and
3. Chrystal (2008). Economics. (11th Edition). Oxford University Press.
4. McCann, Brian T.; Froeb, Luke M. (2013). Managerial Economics: A problem solving approach(3rd Edition), Cengage Learning.
5. Baye, Michael R. (2014). Managerial economics and business strategy (8th Edition), McGraw-Hill Irwin.

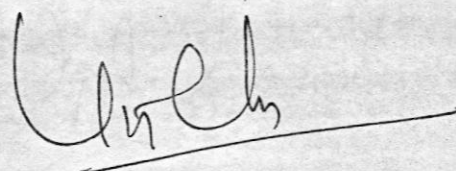
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Term End Exam

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Semester -I
(Examinations to be held in December 2023, 2024 and 2025)

Course Code: MBEXC103
Credits – 5
Contact Hours- 10 hours per credit

Course Title: Marketing for Executives
Maximum Marks – 100
Internal Assessment– 50
End Term Examination– 50

Course Overview

The course will help participants understand the major concepts and tools of marketing, the environment and how savvy marketers make quick decisions, make adjustments to rapidly changing market conditions, lower costs and build relationships. In that process, they ensure share of the market, share of the mind and add to the bottom line.

Course Learning Outcomes: On successful completion of the course, the students will be able to;

1. Develop an ability to assess the impact of the environment on marketing function.
2. Formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
3. Understand concept of Branding, development of product and significance of market segmentation, targeting and positioning.
4. Analyzing marketing channels and the concept of product distribution.
5. Evaluate techniques of sales promotion, significance of marketing research.

COURSE CONTENT

UNIT I: Introduction to Marketing and Brand

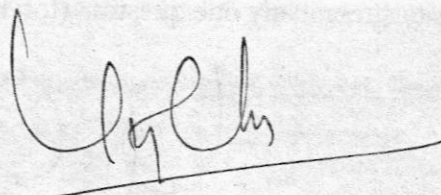
Introduction: Marketing concept and its evolution; Marketing mix; Strategic marketing planning, Market Analysis and Marketing environment. Concept of market Segmentation, Targeting and Positioning

Role of Brands in Marketing; Brand Building, Measuring and Managing Brand Equity;

UNIT II: Product Line and Channel Management

Concept of a product; Classification of products; Major product decisions; Product line and product mix; Product life cycle – strategic implications; New product development Pricing Decisions

Marketing Channels; Channel Design Decisions; Managing Channel Relationships; Role of Retailing; Market Logistics; E-Commerce and Online Retail; Exploiting Global Markets; Socially Responsible Marketing.



Semester -I
(Examinations to be held in December 2023, 2024 and 2025)

Course Code: MBEXC103
Credits – 5
Contact Hours- 10 hours per credit

Course Title: Marketing for Executives
Maximum Marks – 100
Internal Assessment– 50
End Term Examination– 50

UNIT III: Marketing Communication Framework

Role of Integrated Marketing Communication; Developing Effective Marketing 2, Public Relations, Events and Experiences; Managing Personal Communication - Personal Selling, Direct and interactive Marketing, Word of Mouth.

Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing;

UNIT IV and UNIT V:

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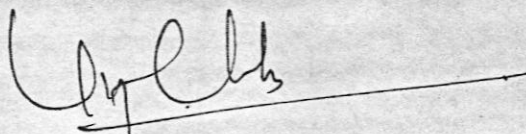
The project can be comprehensive case study (covering single organisation/multifunctional area problem formulation, analysis and recommendations)/ inter-organisational study (aimed at comparison/validation of theory/survey of management practices)/ field-based projects (empirical study) etc.

Some Indicative topics for the project work in this course are:

1. Developing Marketing Plan of any brand
2. Brand Equity Evaluation
3. B2B Marketing & Sales strategies for any company
4. Study on marketing mix & competitive analysis

Suggested Readings

1. CW Lamb, J F Hair, Dheeraj Sharma, C McDaniel. (2012). Marketing- A South Asian Perspective. Cengage Learning, India.
2. Dawn Iacobucci, Avinash Kapoor. (2011). Marketing Management – A South Asian Perspective. Cengage Learning
3. Etzel M.J., Walker B.J. and Stanton William J. Marketing concept & Cases special Indian Edition (13th Edition). Tata Mc Graw Hill.
4. Perrault. W.D (Jr.), Cannon, J.P., & McCarthy, E.J. (2010). Basic Marketing.: Tata Mc Graw,Hill New Delhi
5. Philip Kotler, Kevin Lane Keller, Abraham Koshy and M Jha. (2014) Marketing Management- A South Asian Perspective (14th Edition). Pearson, India.



Semester -I
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Course Code: MBEXC103
Credits – 5
Contact Hours- 10 hours per credit

Course Title: Marketing for Executives
Maximum Marks – 100
Internal Assessment– 50
End Term Examination– 50

6. Rajan Saxena. Marketing Management, Tata McGraw Hill.
7. Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: global perspective Indian context (4th edition.). New Delhi: Macmillan.
8. Stanton William J - Fundamentals of Marketing (TATA Mc Graw Hill)

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