

MBA Chemical Sales & Marketing Management
Choice Based Credit System
This course has Two Centric Electives of Specialization:
1. Industrial Chemicals Marketing (Group A)
2. Pharmaceutical Marketing (Group B)
 Four Semester Course
 Course Structure 2015-17

SEMESTER I

Course Code	Title of the Paper(s)	Course Type	L	T	P	Total Credit
CSM-101	Management Concepts & Processes	Core	3	0	0	3
CSM-102	Management Accounting	Core	3	0	0	3
CSM-103	Marketing Research & Analytical Techniques	Core	3	0	0	3
CSM-104	Analytical Chemistry	Core	3	0	0	3
CSM-105 A	Pesticide Chemistry	Elective	3	0	0	3
CSM-105 B	Bio-chemicals					
CSM-106 A	Paints & Pigments	Elective	3	0	0	3
CSM-106 B	Anatomy & Physiology					
CSM-107	Seminar	Core	0	0	1	1
CSM-108	Assignment	Core	0	0	1	1
Total Valid credits						20
CSM-109	Comprehensive Viva-voce	Virtual Credit				4

Total Credits for First Semester: valid credits + virtual credits = 24

SEMESTER II

Course Code	Title of the Paper(s)	Course Type	L	T	P	Total Credit
CSM-201	Marketing Management	Core	3	0	0	3
CSM-202	Financial Management	Core	3	0	0	3
CSM-203	Business Environment	Core	3	0	0	3
CSM-204 A	Chemistry of Natural Products	Elective	3	0	0	3
CSM-204 B	Medicinal Chemistry-I					
CSM-205 A	Unit Operations	Elective	3	0	0	3
CSM-205 B	Microbiology					
CSM-206 A	Polymer Science-I	Elective	3	0	0	3
CSM-206 B	Pharmaceutics					
CSM-207	Seminar	Core	0	0	1	1
CSM-208	Assignment	Core	0	0	1	1
Total Valid credits						20
CSM-209	Comprehensive Viva-voce	Virtual Credit				4

Total Credits for Second Semester: valid credits + virtual credits = 24

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SEMESTER III

Course Code	Title of the Paper(s)	Course Type	L	T	P	Total Credit
CSM -301	Organizational Behaviour	Core	3	0	0	3
CSM -302	Advertising Management	Core	3	0	0	3
CSM -303	Sales & Distribution Management	Core	3	0	0	3
CSM -304	Spectroscopy	Core	3	0	0	3
CSM -305 A CSM -305 B	Polymer Science-II Medicinal Chemistry-II	Elective	3	0	0	3
CSM -306	Industrial Training	Core	0	0	3	3
CSM -307	Project Viva	Core	0	0	2	2
	Total Valid credits					20
CSM -308	Comprehensive Viva-voce	Virtual Credit				4

Total Credits for Third Semester: valid credits + virtual credits = 24

SEMESTER IV

Course Code	Title of the Paper(s)	Course Type	L	T	P	Total Credit
CSM -401	Business Law	Core	3	0	0	3
CSM -402	Business Policy & Strategic Analysis	Core	3	0	0	3
CSM -403	International Marketing	Core	3	0	0	3
CSM -404 A CSM -404 B	Petrochemicals, Oils & Soaps Medicinal Chemistry-III	Elective	3	0	0	3
CSM -405 A CSM -405 B	Industrial Chemicals Clinical Pathology & Diagnostic Techniques	Elective	3	0	0	3
CSM -406	Industrial Training	Core	0	0	3	3
CSM -407	Project Viva	Core	0	0	2	2
	Total Valid credits					20
CSM -408	Comprehensive Viva-voce	Virtual credit				4

Total Credits for Fourth Semester: valid credits + virtual credits = 24

Minimum number of credits to be earned for award of Degree = 96

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ANNEXURE

Transcript / Grade Sheet (Format) for pre-final semesters:

Jiwaji University, Gwalior

GRADE-SHEET/ MARKS-SHEET

Name of the Institute/ School of Studies:

Address of the Institute/ School of Studies:

Name of the Programme:

Batch: 2015-17	Semester: FIRST
Enrolment No.:	Roll No.:
Name of the Student:	Examination: December-2015
Father's/ Husband's Name:	Mother's Name:

Course Code	Course Title	Credits	Grade	Grade Point	Credit Points (Credits x Grade Point)
	Course 1	4	A	8	32
	Course 2	3	C	5	15
	Course 3	4	B+	7	28
	Course 4	4	O	10	40
	Course 5	3	B	6	18
	Course 6	6	P	4	24
TOTAL		24	-		157
SGPA					6.54

SEMESTER-WISE DETAILS OF RESULT				
Semester	I	II	III	IV
Credits				
SGPA				
ATTEMPT				
RESULT				

SGPA: Semester Grade Point Average

Prepared by	Co-ordinator	Head/Director
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Transcript / Grade Sheet (Format) FOR REPEAT CASES:

Jiwaji University, Gwalior

GRADE-SHEET/ MARKS-SHEET

Name of the Institute/ School of Studies:

Address of the Institute/ School of Studies:

Name of the Programme:

Batch: 2015-17	Semester: FIRST (REPEAT)
Enrolment No.:	Roll No.:
Name of the Student:	Examination: December-2015
Father's/ Husband's Name:	Mother's Name:

Course Code	Course Title	Credits	Grade		Grade Point	Credit Points (Credits x Grade Point)
			Carried Forward	Repeat Exam.		
	Course 1	4	A	-	8	32
	Course 2	3	C	-	5	15
	Course 3	4	B+	-	7	28
	Course 4	4	O	-	10	40
	Course 5	3	-	B	6	18
	Course 6	6	-	P	4	24
TOTAL		24				157
SGPA						6.54

SEMESTER-WISE DETAILS OF RESULT				
Semester	I	II	III	IV
Credits				
SGPA				
ATTEMPT				
RESULT				

SGPA: Semester Grade Point Average

Prepared by	Co-ordinator	Head/Director
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