

Department of The Business School, University of Jammu.

Name of the Program: M.B.A

Year 2020-21 (Batch 2020-22)			
S.No	Title of SWAYAM course	No. of Students enrolled	No. of students passed
1.	Basics of event management	39	39
2.	Thermodynamics	1	1
3.	Soft skills	1	1
4.	Entrepreneurship	4	4
5.	Financial statement analysis and reporting	1	1
6.	Education for sustainable development	1	1
7.	E-business	2	2
8.	Short fiction in Indian literature	1	1
9.	Project management for managers	1	1
10.	Communication skills	1	1
	Total	52	52
Year 2021-22 (Batch 2021-23)			
S.No	Title of SWAYAM course	No. of Students enrolled	No. of students passed
1.	Global marketing management	3	3
2.	Basics of event management	13	13
3.	E-Business	12	12
4.	E-Commerce	5	5
5.	Product and brand management	3	3
6.	Digital marketing	1	1
7.	Understanding incubation and entrepreneurship	2	2
8.	Financial institutions and markets	1	1
	Total	40	40
Year 2022-23 (Batch 2022-24 III Semester)			
S.No	Title of SWAYAM course	No. of Students enrolled	No. of students passed
1.	AI in marketing	1	1
2.	E-Business	28	28
3.	Leadership and team effectiveness	2	2
4.	Talent acquisition and management	2	2
5.	Business development from start to scale	1	1
6.	International business	1	1
7.	Entrepreneurship	5	5
8.	B2B marketing	10	10
9.	Environmental and resource economics	1	1
10.	Entrepreneurship development	3	3
11.	Introduction to marketing essentials	2	2
12.	Soft skills	2	2
	Total	58	58

Year 2023-24 (Batch 2022-24 IV Semester)

S.No.	Title of SWAYAM course	No. of Students enrolled	No. of students passed
1.	Leadership and team effectiveness	4	4
2.	AI in marketing	23	23
3.	E-Business	8	8
4.	International business	5	5
5.	Introduction to environmental economics	2	2
	Total	42	42