

University Of Kashmir

Department of Management Studies

TIME TABLE FOR 5 year Integrated MBA VIII SEMESTER JULY – 2022

Note: Each Session will comprise of three components: 1) Conceptual Analysis, 2) Management Action and 3) Skill Development.

Intended Outcome of Conceptual Session: To enhance the knowledge and understanding of the students about the subject- matter of business and management; and To expose students to different frameworks that would enable them to respond to a given situation in a better way.

Intended Outcome of Management in Action: To understand how actions are carried out in actual practice; and To identify the challenges and problems that one may face in applying the conceptual framework in real-world situations.

Intended Outcome of Skill Development: To identify the skills required to respond to a given situation; and To sharpen the requisite skills and internalize the same

Time Day	Session I 09:30- 10:30 am	Session II 10:30- 11:30 p.m	Session III 11:30 – 12:30 p.m	Session IV 12:30-1:00pm	1:00to 2:00p.m	Session V 2:00-3:00 pm	Session VI 3:00-4:00 pm	Session VII 4:00-5:00 pm
Monday	Advertising and Brand Management (Dr. Tasleem Ara)	Business Marketing (Dr. KokabDuri)	Money & Capital Market (Dr. Syed Zeeshan)	Resource Lab/ Tutorials	B	Rural Marketing (Dr. Suhail Ahmad Bhat)	Resource Lab/ Tutorials	Resource Lab/ Tutorials
Tuesday	Advertising and Brand Management (Dr.Tasleem Ara)	Business Marketing (Dr. KokabDuri)	Money & Capital Market (Dr. Syed Zeeshan)	Resource Lab/ Tutorials	R	Management of Industrial Relations (Dr. Umar Mufeed)	Rural Marketing (Dr. Suhail Ahmad Bhat)	Resource Lab/ Tutorials
Wednesday	Advertising and Brand Management (Dr.Tasleem Ara)	Business Marketing (Dr. KokabDuri)	Money & Capital Market (Dr. Syed Zeeshan)	Resource Lab/ Tutorials	E	Management of Industrial Relations (Dr. Umar Mufeed)	Rural Marketing (Dr. Suhail Ahmad Bhat)	Resource Lab/ Tutorials
Thursday	Advertising and Brand Management (Dr.Tasleem Ara)	Resource Lab/ Tutorials	Money & Capital Market (Dr. Syed Zeeshan)	Resource Lab/ Tutorials	A	Management of Industrial Relations (Dr. Umar Mufeed)	O.E/G.E	O.E/G.E
Friday	Business Marketing (Dr. KokabDuri)	Management of Industrial Relations (Dr. Umar Mufeed)	Rural Marketing (Dr. Suhail Ahmad Bhat)	Resource Lab/ Tutorials	K	Resource Lab/ Tutorials	O.E/G.E	O.E/G.E

Note:

❖ **Tutorials shall be taken by concerned faculty members.**

No: KU/DMS/TT/IMBA-VIII/2022

Dated: 13/07/2022

Copy to the:

- ✓ Dean, Academic Affairs, The University of Kashmir
- ✓ Registrar, The University of Kashmir
- ✓ Dean, Faculty of Commerce & Management Studies, University of Kashmir
- ✓ Special Secretary to Vice Chancellor for kind information of the Vice-Chancellor
- ✓ Coordinator IMBA
- ✓ All faculty members
- ✓ Notice Board/Concerned CR



(Prof. Iqbal Ahmad Hakim)
Head of Department