

# The University Of Kashmir

## Department of Management Studies

### TIME TABLE FOR 5 year Integrated MBA VIII SEMESTER (August-December 2018)

**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 10:00 - 11:00 am	Session II 11:00 - 12:00 p.m	Session III 12:00 - 1:00 p.m	1:00 to 2:00p.m	Session IV 2:00 - 3:00 p.m	Session V 3:00 - 4:00 p.m
<b>Monday</b>	Rural Marketing (Dr. Tahir Ahmad)	Service Marketing (Dr. Majid Qadri)	Material Management (Teaching Assistant)	B R E A K	Advertising & Brand Mgmt (Ms. Tasleem)	Mgmt of I.R (Dr. Mohd Rafiq)
<b>Tuesday</b>	Material Management (Teaching Assistant)	Mgmt of I.R (Dr. Mohd Rafiq)	Rural Marketing (Dr. Tahir Ahmad)		Advertising & Brand Mgmt (Ms. Tasleem)	Business Marketing (Dr. Abid Sultan )
<b>Wednesday</b>	Rural Marketing (Dr. Tahir Ahmad)	Business Marketing (Dr. Abid Sultan)	Service Marketing (Dr. Majid Qadri)		Advertising & Brand Mgmt (Ms. Tasleem)	Tutorials/Resource Lab
<b>Thursday</b>	Mgmt of I.R (Dr. Mohd Rafiq)	Service Marketing (Dr. Majid Qadri)	Material Management (Teaching Assistant)		Business Marketing (Dr. Abid Sultan)	Tutorials/Resource Lab)
<b>Friday</b>	Advertising & Brand Mgmt (Ms. Tasleem)	Service Marketing (Dr. Majid Qadri)	Business Marketing (Dr. Abid Sultan)		Open/ Generic Elective	
<b>Saturday</b>	Material Management (Teaching Assistant)	Mgmt of I.R (Dr. Mohd Rafiq)	Rural Marketing (Dr. Tahir Ahmad)		Open/ Generic Elective	

**Note:**

- ❖ Tutorials shall be taken by concerned faculty members.

No: KU/DMS/TT/IMBA-VIII/2018

Dated: 01.08.2018

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. Mushtaq A. Darzi)**  
**Head of Department**