



DEPARTMENT OF MANAGEMENT STUDIES

UNIVERSITY OF KASHMIR

ONLINE TIME TABLE FOR 5 year Integrated MBA VIII SEMESTER May – 2021

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 pm	1:00 to 2:00 p.m	Session IV 2:00 - 3:00 p.m
Monday	Rural Marketing (Dr. Suhail Ahmad Bhat)	Business Marketing (Dr. Kokab Durri)	Services Marketing (Dr. Majid Hussain Qadri)	B R E A K	Advertising and Brand Mgmt. (Dr. Qurat ul Ain Shah/ Dr. Kokab Durri)
Tuesday	Rural Marketing (Dr. Suhail Ahmad Bhat)	Business Marketing (Dr. Kokab Durri)	Services Marketing (Dr. Majid Hussain Qadri)		Advertising and Brand Mgmt. (Dr. Qurat ul Ain Shah/ Dr. Kokab Durri)
Wednesday	Rural Marketing (Dr. Suhail Ahmad Bhat)	Materials Management (Dr. Aayat Fatima)	Services Marketing (Dr. Majid Hussain Qadri)		Management of Industrial Relations (Dr. Ajaz Akbar Mir)
Thursday	Rural Marketing (Dr. Suhail Ahmad Bhat)	Materials Management (Dr. Aayat Fatima)	Services Marketing (Dr. Majid Hussain Qadri)		Management of Industrial Relations (Dr. Ajaz Akbar Mir)
Friday	Business Marketing (Dr. Kokab Durri)	Materials Management (Dr. Aayat Fatima)	Advertising and Brand Mgmt. (Dr. Qurat ul Ain Shah/ Dr. Kokab Durri)		Management of Industrial Relations (Dr. Ajaz Akbar Mir)
Saturday	Business Marketing (Dr. Kokab Durri)	Materials Management (Dr. Aayat Fatima)	Advertising and Brand Mgmt. (Dr. Qurat ul Ain Shah/ Dr. Kokab Durri)		Management of Industrial Relations (Dr. Ajaz Akbar Mir)

Note:

- ❖ Tutorials shall be conducted by the concerned faculty members.

No: KU/DMS/TT/IMBA-VIII/ 2021

Dated: 03/05/2021

(Prof. Iqbal Ahmad Hakim)
Head of the Department

Copy to the:

- ✓ Dean, Academic Affairs, The University of Kashmir
- ✓ Registrar, The University of Kashmir
- ✓ Dean, School of Business Studies, University of Kashmir
- ✓ Special Secretary to hon'ble Vice Chancellor for his kind information.
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