

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	Money & Capital Market (Dr. Sumaira)	Advertising and Brand Management (Dr. Tasleem Ara)	Management of Industrial Relations (Dr. Omar Mufeed)	Library	B	Business Marketing (Prof. Mushtaq A. Siddiqi)	Rural Marketing (Dr. Sharfa Hassan)	Resource Lab/ Tutorials
Tuesday	Money & Capital Market (Dr. Sumaira)	Management of Industrial Relations (Dr. Omar Mufeed)	Rural Marketing (Dr. Sharfa Hassan)	Library	R	Business Marketing (Prof. Mushtaq A. Siddiqi)	Business & Financial Club	Remedial Classes
Wednesday	Money & Capital Market (Dr. Sumaira)	Advertising and Brand Management (Dr. Tasleem Ara)	Management of Industrial Relations (Dr. Omar Mufeed)	Resource Lab/ Tutorials	E	Business Marketing (Prof. Mushtaq A. Siddiqi)	Rural Marketing (Dr. Sharfa Hassan)	Business & Financial Club
Thursday	Money & Capital Market (Dr. Sumaira)	Advertising and Brand Management (Dr. Tasleem Ara)	Management of Industrial Relations (Dr. Omar Mufeed)	Library	A	Business Marketing (Prof. Mushtaq A. Siddiqi)	O.E/G.E	O.E/G.E
Friday	Advertising and Brand Management (Dr. Tasleem Ara)	Resource Lab/ Tutorials	Rural Marketing (Dr. Sharfa Hassan)	Remedial Classes	K	Business & Financial Club	O.E/G.E	O.E/G.E

Note:

❖ Tutorials shall be taken by concerned faculty members.

No: KU/DMS/IT/IMBA-VIII/2023

Dated: 17/08/2023

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. Bashir Ahmad Joo)
 Head of Department