

University Of Kashmir

Department of Management Studies

Revised- 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

| 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. Mudasar Raja) | 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. Omar Mufeed) | Rural Marketing (Dr. Mudasar Raja) | 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. Omar Mufeed) | Rural Marketing (Dr. Mudasar Raja) | 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. Omar Mufeed) | O.E/G.E | O.E/G.E |
| Friday | Business Marketing (Dr. KokabDuri) | Management of Industrial Relations (Dr. Omar Mufeed) | Rural Marketing (Dr. Mudasar Raja) | 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/MBA-VIII/2022

Dated: 29/08/2022

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