

**INSTITUTE OF BUSINESS MANAGEMENT**  
(AFFILIATED TO JADAVPUR UNIVERSITY)  
THE NATIONAL COUNCIL OF EDUCATION, BENGAL  
KOLKATA – 700 032

**Class Routine for 3 Year MBA (Evening) Program**  
**3<sup>rd</sup> Year 1<sup>st</sup> Semester 2019– 2020**

**(Marketing Specialization)**

Day	5.30pm-6.30pm	1 <sup>st</sup> Period 6:30pm – 7:20pm	2 <sup>nd</sup> Period 7:20pm – 8:10pm	3 <sup>rd</sup> Period 8:10pm – 9:00pm
Monday	Project Guidance	35MM4 (AKC)	35MM4 (AKC)	35MM4 (AKC)
Tuesday	Project Guidance	35MM2(AB)	35MM2(AB)	Library/Assignment
Wednesday	Project Guidance	35MM3(DB)	35MM3(DB)	35MM4 (AKC)
Thursday	Project Guidance	35MM3(DB)	35MM3(DB)	Library/Assignment
Friday	Project Guidance	35MM1 (SN)	35MM1 (SN)	35MM1 (SN)
Saturday	Project Guidance	35MM1 (SN)	35MM2 (AB)	35MM2 (AB)

Initials	Name of the Faculty
AB	Prof Amit Banerjee
SN.	Prof Shovan Nandi
AKC	Prof Alok K Chattopadshyay
DB	Prof Dipak Biswas

35MM1	Strategic Brand Management
35MM2	Marketing Research
35MM3	Consumer Behaviour
35MM4	Integrated Marketing Communication

*Bijan Sarkar*  
Prof. Bijan Sarkar  
Director (Offg)

IBM

06 July 19