



INSTITUTE OF BUSINESS MANAGEMENT

(Affiliated to Jadavpur University)
NATIONAL COUNCIL OF EDUCATION, BENGAL
JADAVPUR UNIVERSITY, KOLKATA – 700 032

Provisional Class Routine for 3 Year MBA (Evening) Programme

3rd year 1st Semester: 2020 (35th Batch)

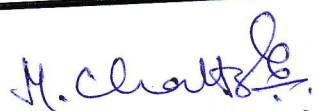
SPECIALIZATION : MARKETING MANAGEMENT

(with effect from 16 September 2020)

DAY / TIME	6:30 pm to 7:20 pm	7:20 pm to 8:10 pm	8:10 pm to 9:00 pm	Mode of Class
MONDAY	Tutorial	35MM3 (DB)	35 MM3 (DB)	Online
TUESDAY	Tutorial	35MM3 (DB)	35MM4 (AKC)	
WEDNESDAY	Tutorial	35MM4 (AKC)	35 MM4 (AKC)	
THURSDAY	Tutorial	35MM2 (AB)	35MM2 (AB)	
FRIDAY	Tutorial	35MM2 (AB)	35MM1 (SD)	
SATURDAY	Tutorial	35MM1 (SD)	35MM1 (SD)	

Paper No.	Subject
35 MM1	Product & Strategic Brand Management
35 MM2	Marketing Research
35MM3	Consumer Behaviour
35 MM4	Integrated Marketing Communication

Initials	Name of the Professor	Paper No.
DB	Dipak Biswas	35MM3
AB	Amit Banerjee	35MM2
SD	Sanjoy Das	35MM1
AKC	Alok Chattopadhyay	35MM4


Dr. Manidipa Chatterjee
Director
Institute of Business Management

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Institute of Business Management