



**DIRECTORATE OF  
ONLINE & DISTANCE  
EDUCATION**

**SRM Institute of Science and Technology  
Directorate of Distance Education**

**DC2023 - MBA IVth SEM - MARKETING - Non Functional Elective**

Hours	1		2		3	4
Date	10 AM -11 AM		11.15 AM -12.15 PM		1.30 PM - 2.30 PM	7 PM - 8 PM
03-Aug-24	Integrated Marketing Communication	Break	E- Retailing	12.15 PM - 1.30 PM Break	Research Methods in Business	
10-Aug-24	Social Entrepreneurship/ Integrated Marketing Communication		E- Retailing		Research Methods in Business	
16-Aug-24						Social Entrepreneurship
23-Aug-24						Social Entrepreneurship
24-Aug-24	Integrated Marketing Communication		E- Retailing		Research Methods in Business	
25-Aug-24	Integrated Marketing Communication		E- Retailing		Research Methods in Business	
30-Aug-24						Social Entrepreneurship
31-Aug-24	Integrated Marketing Communication		E- Retailing		Research Methods in Business	
01-Sep-24	Integrated Marketing Communication		E- Retailing		Research Methods in Business	
04-Sep-24						Social Entrepreneurship
13-Sep-24						Social Entrepreneurship
20-Sep-24						Social Entrepreneurship
21-Sep-24	Integrated Marketing Communication		E- Retailing		Research Methods in Business	

22-Sep-24	Integrated Marketing Communication	E- Retailing	Research Methods in Business	
27-Sep-24				Social Entrepreneurship
28-Sep-24	Integrated Marketing Communication	E- Retailing	Research Methods in Business	
29-Sep-24	Integrated Marketing Communication	E- Retailing	Research Methods in Business	
04-Oct-24				Social Entrepreneurship
05-Oct-24	Integrated Marketing Communication	E- Retailing	Research Methods in Business	
06-Oct-24	Integrated Marketing Communication	E- Retailing	Research Methods in Business	
09-Oct-24				Social Entrepreneurship
18-Oct-24				Social Entrepreneurship
25-Oct-24				Social Entrepreneurship

Subject Code	Sub Title		Name		Mobile No	Email
MBAD2141	Research Methods in Business		Dr. Jahira Parveen		9486416611	jahiraps@srmist.edu.in
MBMD2141	Social Entrepreneurship		Dr. M. Daniel Rajkumar		9445123091	danielm@srmist.edu.in
MBMD2142	E- Retailing		Mrs T Srimathi		8754152464	srimatht@srmist.edu.in
MBMD2143	Integrated Marketing Communication		Dr. N. V Suresh		9941341625	C64428@srmist.edu.in

Time Table Coordinator

Director