

**IGNOU**  
**RC-BHUBANESWAR**  
**MBA SCHEDULE (SWAYAM PRABHA) OCTOBER, 2023**  
**Time 01:30 PM to 02:30 PM**

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|   |                |   |            |           |                         |
|---|----------------|---|------------|-----------|-------------------------|
| <b>MMPC-016</b><br><b>[International Business Management]</b> | <b>Block-2</b> | <b>International Trade</b>                  |            |           |                         |
|   | Unit-4         | Trade Theories                              | 16.10.2023 | Monday    | Dr. Biswo Ranjan Mishra |
|   | Unit-5         | WTO Agreements                              | 17.10.2023 | Tuesday   | Dr. Biswo Ranjan Mishra |
|   | Unit-6         | Regional Trade Blocs                        | 18.10.2023 | Wednesday | Dr. Biswo Ranjan Mishra |
| <b>MMPM-005</b><br><b>[Marketing of Services]</b>             | <b>Block-1</b> | <b>Marketing of Services: An Overview</b>   |            |           |                         |
|   | Unit-1         | Marketing of Services: An Introduction      | 19.10.2023 | Thursday  | Dr. Saraju Prasad       |
|   | Unit-2         | Conceptual Framework for Services Marketing | 20.10.2023 | Friday    | Dr. Saraju Prasad       |
|   | Unit-3         | Consumer Behaviour in Services              | 25.10.2023 | Wednesday | Dr. Saraju Prasad       |
| <b>MMPM-005</b><br><b>[Marketing of Services]</b>             | <b>Block-2</b> | <b>Service Marketing Mix</b>                |            |           |                         |
|   | Unit-4         | Product Decisions                           | 26.10.2023 | Thursday  | Dr. Saraju Prasad       |
|   | Unit-5         | Pricing Decisions                           | 27.10.2023 | Friday    | Dr. Saraju Prasad       |
|   | Unit-6         | Place Decisions                             | 30.10.2023 | Monday    | Dr. Saraju Prasad       |
|   | Unit-7         | Promotion Decisions                         | 31.10.2023 | Tuesday   | Dr. Saraju Prasad       |