



SASTRA

ENGINEERING · MANAGEMENT · LAW · SCIENCES · HUMANITIES · EDUCATION

DEEMED TO BE UNIVERSITY

(U/S 3 of the UGC Act, 1956)



THINK MERIT | THINK TRANSPARENCY | THINK SASTRA

T H A N J A V U R | K U M B A K O N A M | C H E N N A I

DIRECTORATE OF ONLINE & DISTANCE EDUCATION

Classes Schedule for Semester 3

Course - MBA – Aug - 2026



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Course Credit Details

Course code	Subject	Credit
MBAOL09	Strategic Management	4
MBAOL055	Business Analytics and Data Visualization	4
ELECTIVE - 1	Stream Based Electives	4
ELECTIVE - 2	Stream Based Electives	4
ELECTIVE - 3	Stream Based Electives	4
	Total	20

MBA - Class Schedule

Quadrant 1 & 2 - E-Books & Video Lectures			Quadrant 3 - Webinar			Quadrant 4 - Continuous Internal Assessment (CIA)		
Module	Course Code	Course Name	Webinar Date	Webinar Day	Webinar Slot-Time	CIA	CIA Start	CIA End
Module 1	MBAOL09	STRATEGIC MANAGEMENT	Saturday	29-08-2026	5:15 to 7:15 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL023	SERVICES MARKETING & CUSTOMER RELATIONSHIP MANAGEMENT	Saturday	29-08-2026	7:30 to 9:30 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL024	HUMAN CAPITAL STRATEGY & PERFORMANCE MANAGEMENT	Saturday	29-08-2026	7:30 to 9:30 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL027	PROJECT MANAGEMENT	Saturday	29-08-2026	7:30 to 9:30 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL055	Business Analytics and Data Visualization	Saturday	05-09-2026	5:15 to 7:15 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL042	Digital and Social Media Marketing	Saturday	05-09-2026	7:30 to 9:30 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL044	Compensation Management	Saturday	05-09-2026	7:30 to 9:30 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL043	Financial Markets & Mutual Funds	Friday	12-09-2026	5:15 to 7:15 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL045	Learning and Development	Friday	11-09-2026	7:30 to 9:30 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL026	PHYGITAL RETAILING	Saturday	12-09-2026	5:15 to 7:15 Pm	1	13-09-2026	20-09-2026
Module 1	MBAOL13	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Saturday	11-09-2026	7:30 to 9:30 Pm	1	13-09-2026	20-09-2026
Module 2	MBAOL027	PROJECT MANAGEMENT	Friday	25-09-2026	7:30 to 9:30 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL09	STRATEGIC MANAGEMENT	Saturday	26-09-2026	5:15 to 7:15 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL023	SERVICES MARKETING & CUSTOMER RELATIONSHIP MANAGEMENT	Saturday	26-09-2026	7:30 to 9:30 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL024	HUMAN CAPITAL STRATEGY & PERFORMANCE MANAGEMENT	Saturday	26-09-2026	7:30 to 9:30 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL043	Financial Markets & Mutual Funds	Saturday	26-09-2026	7:30 to 9:30 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL055	Business Analytics and Data Visualization	Saturday	03-10-2026	5:15 to 7:15 Pm	2	11-10-2026	18-10-2026

MBA - Class Schedule

Quadrant 1 & 2 - E-Books & Video Lectures			Quadrant 3 - Webinar			Quadrant 4 - Continuous Internal Assessment (CIA)		
Module	Course Code	Course Name	Webinar Date	Webinar Day	Webinar Slot-Time	CIA	CIA Start	CIA End
Module 2	MBAOL042	Digital and Social Media Marketing	Saturday	03-10-2026	7:30 to 9:30 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL045	Learning and Development	Friday	09-10-2026	7:30 to 9:30 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL026	PHYGITAL RETAILING	Saturday	10-10-2026	5:15 to 7:15 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL044	Compensation Management	Saturday	10-10-2026	5:15 to 7:15 Pm	2	11-10-2026	18-10-2026
Module 2	MBAOL13	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Saturday	10-10-2026	7:30 to 9:30 Pm	2	11-10-2026	18-10-2026
Module 3	MBAOL045	Learning and Development	Friday	16-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL055	Business Analytics and Data Visualization	Saturday	17-10-2026	5:15 to 7:15 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL027	PROJECT MANAGEMENT	Saturday	24-10-2026	5:15 to 7:15 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL044	Compensation Management	Friday	23-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL13	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	Saturday	17-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL09	STRATEGIC MANAGEMENT	Saturday	24-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL042	Digital and Social Media Marketing	Friday	30-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL026	PHYGITAL RETAILING	Saturday	31-10-2026	5:15 to 7:15 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL023	SERVICES MARKETING & CUSTOMER RELATIONSHIP MANAGEMENT	Saturday	31-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL024	HUMAN CAPITAL STRATEGY & PERFORMANCE MANAGEMENT	Saturday	31-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026
Module 3	MBAOL043	Financial Markets & Mutual Funds	Saturday	31-10-2026	7:30 to 9:30 Pm	3	01-11-2026	07-11-2026

Happy Learning
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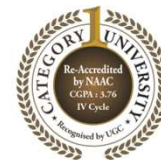


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