



**MAHARASHTRA STATE
SKILLS UNIVERSITY**

EXAMINATION CIRCULAR NO. OF 2024

FIRST YEAR MBA
Summer 2024 session

INSTRUCTIONS FOR THE CANDIDATES

- Candidates are required to be present at the examination centre, THIRTY MINUTES before the stipulated time.
- Candidates are forbidden from taking any material into the examination hall that can be treated as a malpractice.
- Candidates are requested to see the Notice Board at their respective centre of examination regularly for changes, if any that may be notified later in the program.
- No request shall be granted for the change in time or date for the University Examination on any ground.
- Candidates are requested to note the Day, Date and Time of Paper.
- Candidates must bring their own instruments for drawing related paper and will not be allowed to borrow from each other under any circumstances.
- Use of non-programmable battery-operated electronic pocket size calculator is allowed. The exchange of calculators is not allowed.
- Electronic Devices including mobile are not allowed at the time of examination.
- The written examination will be conducted in the following order.



MBA (BUSINESS ANALYTICS)

TRIMESTER -1

TIME 10 AM TO 1 PM		
Day and Date	Paper Code	Subject
MONDAY 15/04/24	MMD101	Marketing Management
TUESDAY 16/04/24	MMD102	Statistical Foundation for Business Analytics
THURSDAY 18/04/24	MME101	Innovation Management
SATURDAY 20/04/24	MMA101	Financial Concepts for Business
MONDAY 22/04/24	MMS101	Building Blocks for Business

MBA (BUSINESS ANALYTICS)

TRIMESTER -2

TIME 10 AM TO 1 PM		
Day and Date	Paper Code	Subject
MONDAY 15/04/24	MBD103	Application of Business to Analytics
TUESDAY 16/04/24	MBD104	Predictive Modelling
THURSDAY 18/04/24	MBE102	Classifications & Clustering Models, Dimensionality Reduction
SATURDAY 20/04/24	MBS102	Python Programming



MBA (DIGITAL MARKETING)
TRIMESTER -2

TIME 10 AM TO 1 PM		
Day and Date	Paper Code	Subject
MONDAY 15/04/24	MDD103	Social Media Marketing & Google Ecosystem
TUESDAY 16/04/24	MDD104	Customer Centric Management
THURSDAY 18/04/24	MDE102	Content Creation and Marketing
SATURDAY 20/04/24	MDS102	Data Integrated Tools

MBA (INNOVATION AND NEW VENTURE MANAGEMENT)
TRIMESTER -2

TIME 10 AM TO 1 PM		
Day and Date	Paper Code	Subject
MONDAY 15/04/24	MID103	Social Media Marketing & Google Ecosystem
TUESDAY 16/04/24	MID104	Customer Centric Management
THURSDAY 18/04/24	MIE102	Business Model Canvas
SATURDAY 20/04/24	MIS102	Legal Aspects, IP & Technology Transfers

Note:

For Design Thinking and Certificate Course, students are expected to complete and submit the certificate to earn the credits.

Ref. No. MSSU/MBA/

Date:



Dr. Rajendra Talware

Director Assessment and Evaluation

Maharashtra State Skills University, Mumbai



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