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**MAHARASHTRA STATE
SKILLS UNIVERSITY**

EXAMINATION CIRCULAR NO. OF 2024

**FIRST YEAR MBA
July 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
SATURDAY 27/07/24	MMA101	Financial Concepts for Business

MBA (BUSINESS ANALYTICS)

TRIMESTER -2

TIME 2 PM TO 5 PM		
Day and Date	Paper Code	Subject
MONDAY 22/07/24	MBD103	Application of Business to Analytics
TUESDAY 23/07/24	MBD104	Predictive Modelling
WEDNESDAY 24/07/24	MBE102	Classifications & Clustering Models, Dimensionality Reduction
THURSDAY 25/07/24	MBS102	Python Programming

MBA (BUSINESS ANALYTICS)

TRIMESTER -3

TIME 10 AM TO 1 PM		
Day and Date	Paper Code	Subject
MONDAY 22/07/24	MBD105	Time Series Modelling
TUESDAY 23/07/24	MBD106	Ensemble Learning & Generalised Additive Models
WEDNESDAY 24/07/24	MBE103	Neural Networks & Deep Learning
THURSDAY 25/07/24	MBS103	Data Visualisation - I
FRIDAY 26/07/24	MBA103	Natural Language Processing

MBA (DIGITAL MARKETING)

TRIMESTER -3

TIME 10 AM TO 1 PM		
Day and Date	Paper Code	Subject
MONDAY 22/07/24	MDD105	Programmatic Advertising DV360
TUESDAY 23/07/24	MDD106	Digital Analytics including GA
WEDNESDAY 24/07/24	MDE103	AdTech and MarTech
THURSDAY 25/07/24	MDS103	Media Planning and Buying
FRIDAY 26/07/24	MDA103	SEO including SEM, RUSH & MOZ

MBA (INNOVATION AND NEW VENTURE MANAGEMENT)

TRIMESTER -3

TIME 10 AM TO 1 PM		
Day and Date	Paper Code	Subject
MONDAY 22/07/24	MID105	Commercialization of New Ventures
TUESDAY 23/07/24	MID106	Fund Raising
WEDNESDAY 24/07/24	MIE103	Managing New Ventures
THURSDAY 25/07/24	MIS103	Pitch Story
FRIDAY 26/07/24	MIA103	SEO including SEM, RUSH & MOZ

Ref. No. MSSU/MBA/
Date:

Sd/-
Dr. Rajendra Talware
Director Assessment and Evaluation
Maharashtra State Skills University, Mumbai