



EXAMINATION CIRCULAR NO. 601 OF 2025
SCHOOL OF COMMERCE AND MANAGEMENT
WINTER 2025 session

INSTRUCTIONS FOR THE CANDIDATES

- Candidates are requested to note the Day, Date and Time of Paper.
- 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.
- Candidates are required to be present at the examination centre, THIRTY MINUTES before the stipulated time.
- No request shall be granted for the change in time or date for the University Examination on any ground.
- Candidates are forbidden from taking any material into the examination hall that can be treated as a malpractice.
- 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, smart watch, Bluetooth devices, tablet etc. are not allowed at the time of examination.
- No candidate shall be allowed to enter into exam hall without valid ID card and Admit card for examination.
- The written examination will be conducted in the following order.



MBA 2025-26 Pattern

TRIMESTER -1

Day and Date	TIME	Paper Code	Subject
MONDAY 17/11/25	10 AM TO 1 PM	25MMD101	Marketing Management
TUESDAY 18/11/25	10 AM TO 1 PM	25MMD102	Applied Statistics
WEDNESDAY 19/11/25	10 AM TO 1 PM	25MMD103	Human Resource Management
THURSDAY 20/11/25	10 AM TO 1 PM	25MMS101	Spreadsheets Proficiency
FRIDAY 21/11/25	10 AM TO 1 PM	25MMA101	Financial Concepts for Business

MBA (ALL) 2023-24 Pattern

TRIMESTER -1

Day and Date	TIME	Paper Code	Subject
MONDAY 17/11/25	10 AM TO 1 PM	MMD101	Marketing Management
TUESDAY 18/11/25	10 AM TO 1 PM	MMD102	Statistical Foundation for Business Analytics
WEDNESDAY 19/11/25	10 AM TO 1 PM	MME101	Innovation Management
THURSDAY 20/11/25	10 AM TO 1 PM	MMS101	Building Blocks for Business
FRIDAY 21/11/25	10 AM TO 1 PM	MMA101	Financial Concepts for Business



Winter 2025



Page 2 of 8

MBA (INNOVATION & NEW VENTURE MANAGEMENT)

2023-24 Pattern

TRIMESTER -II

Day and Date	TIME	Paper Code	Subject
MONDAY 17/11/25	2 PM TO 5 PM	MID101	Social Media Marketing & Google Ecosystem
TUESDAY 18/11/25	2 PM TO 5 PM	MID102	Customer Centric Management
WEDNESDAY 19/11/25	2 PM TO 5 PM	MIE101	Business Model Canvas
THURSDAY 20/11/25	2 PM TO 5 PM	MIS101	Legal Aspects, IP & Technology Transfers
FRIDAY 21/11/25	2 PM TO 5 PM	MIA101	Design Thinking

MBA (INNOVATION & NEW VENTURE MANAGEMENT)

2023-24 Pattern

TRIMESTER -III

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10 AM TO 1 PM	MID103	Commercialization of New Ventures
MONDAY 24/11/25	10 AM TO 1 PM	MID104	Fund Raising
TUESDAY 25/11/25	10 AM TO 1 PM	MIE102	Managing New Ventures
WEDNESDAY 26/11/25	10 AM TO 1 PM	MIS102	Pitch Story
THURSDAY 27/11/25	10 AM TO 1 PM	MIA102	SEO including SEM, RUSH & MOZ Same as MDA103



MBA (INNOVATION & NEW VENTURE MANAGEMENT)

2023-24 Pattern

TRIMESTER -IV

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10AM TO 3 PM	MIO201	OJT
MONDAY 24/11/25	2 PM TO 5 PM	MIS201	Organizational Behaviour in Start ups

MBA (INNOVATION & NEW VENTURE MANAGEMENT)

TRIMESTER -V

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10AM TO 3 PM	MIO202	OJT
MONDAY 25/11/25	2 PM TO 5 PM	MIS202	Project Management

MBA (INNOVATION & NEW VENTURE MANAGEMENT)

2023-24 Pattern

TRIMESTER -VI

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10 AM TO 3 PM	MIO202	OJT
MONDAY 26/11/25	2 PM TO 5 PM	MIS203	Crisis Management and Risk Mitigation



MBA (DIGITAL MARKETING) (2023-24 Pattern)
TRIMESTER -II

Day and Date	TIME	Paper Code	Subject
MONDAY 17/11/25	2 PM TO 5 PM	MDD101	Social Media Marketing & Google Ecosystem
TUESDAY 18/11/25	2 PM TO 5 PM	MDD102	Customer Centric Management
WEDNESDAY 19/11/25	2 PM TO 5 PM	MDE101	Content Creation and Marketing
THURSDAY 20/11/25	2 PM TO 5 PM	MDS101	Data Integrated Tools
FRIDAY 21/11/25	2 PM TO 5 PM	MDA101	Design Thinking

MBA (DIGITAL MARKETING) (2023-24 Pattern)
TRIMESTER -III

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10 AM TO 1 PM	MDD103	Programmatic Advertising DV360
MONDAY 24/11/25	10 AM TO 1 PM	MDD104	Digital Analytics including GA
TUESDAY 25/11/25	10 AM TO 1 PM	MDE102	AdTech and MarTech
WEDNESDAY 26/11/25	10 AM TO 1 PM	MDS102	Media Planning and Buying
THURSDAY 27/11/25	10 AM TO 1 PM	MDA103	SEO including SEM, RUSH & MOZ Same as MIA103

MBA (DIGITAL MARKETING) (2023-24 Pattern)
TRIMESTER -IV

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10AM TO 3 PM	MDO201	OJT
MONDAY 24/11/25	2 PM TO 5 PM	MDS201	eCommerce Marketing

MBA (DIGITAL MARKETING 2023-24)

TRIMESTER -V

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10AM TO 3 PM	MDO202	OJT
MONDAY 25/11/25	2 PM TO 5 PM	MDS202	Strategic Management

MBA (DIGITAL MARKETING) (2023-24 Pattern)

TRIMESTER -VI

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10 AM TO 3 PM	MDO203	OJT
MONDAY 26/11/25	2 AM TO 5 PM	MDS203	New Age Media& Emerging Technologies

MBA (BUSINESS ANALYTICS) (2023-24 Pattern)

TRIMESTER -II

Day and Date	TIME	Paper Code	Subject
MONDAY 17/11/25	2 PM TO 5 PM	MBD101	Application of Business to Analytics
TUESDAY 18/11/25	2 PM TO 5 PM	MBD102	Predictive Modelling
WEDNESDAY 19/11/25	2 PM TO 5 PM	MBE101	Classifications & Clustering Models, Dimensionality Reduction
THURSDAY 20/11/25	2 PM TO 5 PM	MBS101	Python Programming
FRIDAY 21/11/25	2 PM TO 5 PM	MBA101	Design Thinking



MBA (BUSINESS ANALYTICS) (2023-24 Pattern)

TRIMESTER -III

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10 AM TO 1 PM	MBD103	Time Series Modelling
MONDAY 24/11/25	10 AM TO 1 PM	MBD104	Ensemble Learning & Generalised Additive Models
TUESDAY 25/11/25	10 AM TO 1 PM	MBE102	Neural Networks & Deep Learning
WEDNESDAY 26/11/25	10 AM TO 1 PM	MBS102	Data Visualization - I
THURSDAY 27/11/25	10 AM TO 1 PM	MBA102	Natural Language Processing



MBA (BUSINESS ANALYTICS) (2023-24 Pattern)

TRIMESTER -IV

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10AM TO 3 PM	MDO201	OJT
MONDAY 24/11/25	2 PM TO 5 PM	MBS201	Data Visualisation-II

MBA (BUSINESS ANALYTICS) (2023-24 Pattern)

TRIMESTER -V

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10AM TO 3 PM	MBO202	OJT
MONDAY 25/11/25	2 AM TO 5 PM	MBS202	Cloud Computing

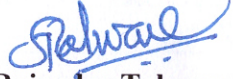


MBA (BUSINESS ANALYTICS) (2023-24 Pattern)

TRIMESTER -VI

Day and Date	TIME	Paper Code	Subject
SATURDAY 22/11/25	10 AM TO 3 PM	MBO203	OJT
MONDAY 26/11/25	2 AM TO 5 PM	MBS203	Data - Ethics, Privacy & Regulations

Ref. No. RT-MSSU/MBA/601
Date: 15/10/2025


Dr. Rajendra Talware
Director Assessment and Evaluation
Ratan Tata Maharashtra State Skills University,
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