PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

School of Management

Time Table for End Term - Fall Semester 2022-2023

Program: MBA - Digital Marketing (2021 Batch)

MBA - Digital Marketing (2021 Batch)			
Date, Day	**Time**	**Course Code**	**Course Name**
19-12-2022, Monday	01.00pm to 04.00pm	MBA3001	Business Law
20-12-2022, Tuesday	01.00pm to 04.00pm	MBA3002	Corporate Strategy
21-12-2022, Wednesday	01.00pm to 04.00pm	MBA3039	Market Research
		MBA3046	Game Theory in Business
		MBA3048	Environmental Sustainability and Value Creation
		MBA2023	Design Thinking for Business Innovation
		MBA3049	Industry 4.O
22/12/2022, Thursday	01.00pm to 04.00pm	MBA2025	Management Accounting
		MBA4081	Marketing of Services - Concepts, Strategies ans Cases
		MBA4082	Management and Measurement of Performance
		MBA4027	Lean Supply Chain Management
		MBA4055	E Commerce Business Models
23-12-2022, Friday	10.00am to 01.00pm	MBA3027	Social Media Marketing
26-12-2022, Monday	10.00am to 01.00pm	MBA3029	Search Engine Optimization
27-12-2022, Tuesday	10.00am to 01.00pm	MBA3028	Email Campaigning and Affiliate Marketing
28-12-2022, Wednesday	10.00am to 01.00pm	MBA3030	Mobile Marketing
29-12-2022, Thursday	10.00am to 01.00pm	MBA3005	Investment Management
30-12-2022, Friday	10.00am to 01.00pm	MBA3006	Financial Markets and Services

CIRCULAR NO. COE/2022-23/041

Date : 05-12-2022

Sd/-

Controller of Examinations