



PRESIDENCY UNIVERSITY

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

School of Management

Time Table for Mid Term - Fall Semester 2022-2023

Program: MBA - Digital Marketing (2021 Batch)

Date, Day	Time	Course Code	Course Name
10-10-2022, Monday	10.00am to 11.30am	MBA3001	Business Law
	02.00pm to 03.30pm	MBA3002	Corporate Strategy
11-10-2022, Tuesday	10.00am to 11.30am	MBA3039	Market Research
		MBA3046	Game Theory in Business
		MBA3048	Environmental Sustainability and Value Creation
		MBA2023	Design Thinking for Business Innovation
		MBA3049	Industry 4.0
	02.00pm to 03.30pm	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
12-10-2022, Wednesday	10.00am to 11.30am	MBA3027	Social Media Marketing
	02.00pm to 03.30pm	MBA3029	Search Engine Optimization
13-10-2022, Thursday	10.00am to 11.30am	MBA3028	Email Campaigning and Affiliate Marketing
	02.00pm to 03.30pm	MBA3030	Mobile Marketing
17-10-2022, Monday	10.00am to 11.30am	MBA3005	Investment Management
	02.00pm to 03.30pm	MBA3006	Financial Markets and Services



Controller of Examinations

CIRCULAR NO. COE/2022-23/003

Date : 27-09-2022