

MAHATMA EDUCATION SOCIETY'S
PILLAI COLLEGE OF ARTS, COMMERCE & SCIENCE (AUTONOMOUS), NEW PANVEL

TIME TABLE

PCACS/EC/SE/TT/2023-2024/T1

Academic Year 2023-24			
SEMESTER END EXAMINATION, OCTOBER 2023			
F.Y.B.A.M.M.C (SEM. I)			
TIME : 2:00 to 4:00 P.M.			
DATE	DAY	COURSE CODE	SUBJECT
12.10.23	THURSDAY	PUAMC105	EFFECTIVE COMMUNICATION SKILLS I
13.10.23	FRIDAY	PUAMC102	BASICS OF ENGLISH LITERATURE
14.10.23	SATURDAY	PUAMC103	INTRODUCTION TO JOURNALISM
16.10.23	MONDAY	PUAMC101	INTRODUCTION TO ADVERTISING
S.Y.B.A.M.M.C (ADVERTISING & EVENT MANAGEMENT) (SEM. III)			
TIME : 11:00 - 1:00 P.M.			
DATE	DAY	COURSE CODE	SUBJECT
9.10.23	MONDAY	PUAMC301	ELECTRONIC MEDIA I
10.10.23	TUESDAY	PUAMC302	COMPUTER & MULTIMEDIA I
11.10.23	WEDNESDAY	PUAMC303	INTRODUCTION TO PHOTOGRAPHY
12.10.23	THURSDAY	PUAMC304A	BRAND BUILDING
		PUAMC304E	ENTREPRENEURSHIP & BRANDING IN EVENT MANAGEMENT
13.10.23	FRIDAY	PUAMC306A	CONSUMER BEHAVIOUR
		PUAMC 306E	MANPOWER MANAGEMENT IN EVENT MANAGEMENT
T.Y.B.A.M.M.C (ADVERTISING & EVENT MANAGEMENT) (SEM. V)			
TIME : 11:00 - 1:00 P.M.			
DATE	DAY	COURSE CODE	SUBJECT
9.10.23	MONDAY	PUAMC 501	STRATEGIES IN SOCIAL MEDIA
10.10.23	TUESDAY	PUAMC 502	BEAT JOURNALISM
11.10.23	WEDNESDAY	PUAMC 503	REPORTING
12.10.23	THURSDAY	PUAMC 505A	ENTERTAINMENT AND MEDIA MARKETING

		PUAMC505E	EVENT MARKETING & BRANDING
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M. Ray

Examination Committee

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