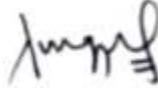


DATE/DAY	TIME	MAX. MARKS	FYBAF	FYBBI	FYBFM	FYBAMMC	FYBCom (Management Studies)	FYBCom (Branding and Advertising)
08-10-2026 Thursday	10.00 am - 11.00 am	25	Business Mathematics	Quantitative Methods - I	Business Mathematics	Introduction to Sociology	Introduction to Statistics for Data Analysis	Mathematical and Statistical Techniques
09-10-2026 Friday	10.00 am - 11.00 am	25	Business Communication -I	Business Communication -I	Business Communication -I	Media Communication - I	Business Communication -I	Mass Communication
10-10-2026 Saturday	10.00 am - 11.00 am	25	Information Technology in Accounting & Finance - I	Principles of Management	Principles of Management	Introduction to Computers	Organisational Behaviour	Introduction to Computers
12-10-2026 Monday	10.00 am - 11.00 am	25	Business Law - I	Business Law	Business Environment	Media Economics	Business Law	Media Economics
13-10-2026 Tuesday	10.00 am - 11.00 am	25	Foundation Course - I	Foundation Course - I	Foundation Course - I	Foundation Course - I	Foundation Course - I	Professional Communication I
14-10-2026 Wednesday	10.00 am - 12.00 noon	50	Commerce (Business Environment) - I	Environment and Management of Financial Services	Introduction to Financial System	Landmark events of the World and India - A Mass Media Approach	Principles of Management	Principles of Marketing (10.00 am - 11.00 am) (25 marks)
15-10-2026 Thursday	10.00 am - 12.00 noon	50	Financial Accounting I (Elements of Financial Accounting)	Financial Accounting - I	Financial Accounting I	Mass Communication	Introduction to Financial Accounts	Introduction to Advertising

Note:

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- Mobiles phones must be strictly in switched off mode only.
- No exchange of stationary are allowed.
- No writing pads, pouches are allowed in examination.


Dr. Meha Mandawewala
Examination In-Charge


Mr. Furqan Shaikh
Controller of Examinations

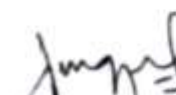
DATE/DAY	TIME	MAX. MARKS	SYBMS	SYBAF	SYBBI	SYBFM	SYBAMMC	SYBCom (E-COMMERCE)
29/9/2026 Tuesday	8:00 am - 10:00 am	50	Business Planning and Entrepreneurial Management	Financial Accounting – III	Management Accounting	Marketing of Financial Services	—	E-Commerce Logistics Operations
1/10/2026 Thursday	8:00 am - 10:00 am	50	Personal Effectiveness Management	Indirect Taxation – I	Financial Markets	Equity Markets	Introduction to Public Relations	Transportation for E-Commerce
5/10/2026 Monday	8:00 am - 10:00 am	50	Accounting for Managerial Decisions	Business Economics - II	Financial Management-I	Management Accounting	Cultural Studies and Media Practices	Cost Accounting
7/10/2026 Wednesday	8:00 am - 10:00 am	50	Consumer Behaviour	Auditing - II	Organisational Behaviour	Debt Markets	Media Studies	Last Mile Operations
9/10/2026 Friday	8:00 am - 9:00 am	25	Human Resource Management	Business Law – II	Information Technology - I	Business Law I	Information Technology in Media Management-I	Marketing Management
12/10/2026 Monday	8:00 am - 9:00 am	25	—	Cost Accounting – I	Direct Tax	Money Markets	Creative Writing	—

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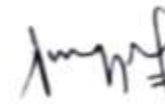
DATE/DAY	TIME	MAX. MARKS	TYBMS	TYBAF	TYBBI	TYBFM	TYBAMMC	TYBMS (E-COMMERCE OPERATIONS) and TYBCom (E-COMMERCE)
28/09/2026 Monday	8:00 am - 10:00 am	50	Strategic Management	Financial Management - II	Auditing I	Corporate Accounting	Soft skills for Media Professionals	Digital Marketing
30/09/2026 Wednesday	8:00 am - 10:00 am	50	Production and Total Quality Management	International Finance	Financial Reporting Analysis	Derivative Market	Introduction to Research Methodology	Reverse Logistics for E-Commerce
03/10/2026 Saturday	8:00 am - 10:00 am	50	Equity and Debt Market/ Sales and Distribution Management	Financial Accounting V	Introduction to International Business	Mutual Fund Management	Copywriting/ Reporting	Fulfillment Operations
06/10/2026 Tuesday	8:00 am - 10:00 am	50	Direct Taxes/ Customer Relationship Management	Direct Taxation - I	Human Resource Management	Direct Tax (Income Tax)	Inclusive Advertising Practices/ Business and Lifestyle Journalism	Retailing and Store Operations
08/10/2026 Thursday	8:00 am - 9:00 am	25	Indian Knowledge System in Management	Indian Knowledge System in Accounting	Indian Knowledge System in Banking and Insurance	Indian Knowledge System in Financial Markets	IKS in Regional Media	IKS in Services

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