

# SYMBIOSIS INTERNATIONAL UNIVERSITY

EXAMINATION TIME TABLE : APRIL 2016

INSTITUTE : (0503) SYMBIOSIS SCHOOL OF MEDIA & COMMUNICATION (SSMC),  
BENGALURU

Ref: /SIU/EXAM/605/03/568

Date: 03/02/2016

## Circular No. SIU/EXAM/605/ 05 of 2016

### FACULTY OF MEDIA, COMMUNICATION & DESIGN

#### Symbiosis School of Media & Communication (SSMC-Bengaluru)

It is hereby notified for the information of all concerned that the Time-Table for accepting the Examination forms from the candidates appearing for Semester Examinations to be held during the season of **April 2016** will be as given below

Sr. No	Examinations	Last date for accepting Exam. Forms without late fees.	Last date for accepting Exam. Forms with Late Fees. (Rs.1000/-)	Date of Commencement of Exam.	Probable date of declaration of results
01	02	03	04	05	06
01	<b>MBA (CM) (Backlog)</b> 2014-16, Semester-I, II & III 2015-17, Semester-I	06/03/2016	13/03/2016	28/03/2016	17/05/2016
02	<b>MBA (CM) (Fresh)</b> 2014-16, Semester-IV 2015-17, Semester-II	----	----		

#### Note:-

- Follow the dates given in the circular for filling the exam forms.
- Students appearing for fresh semesters will fill the online exam form but fees will not be charged as examination fee is collected with tuition fees.
- Students appearing for backlog examination will fill online exam form and pay the requisite fees to complete the process.
- Backlog fees to be charged as Rs. 500/- per course. Additional Fee to be charged as Rs. 500/- (Per semester i.e. Form fee, statement of marks TAP Fee, Grade Sheet Fee and Certificate of Passing )

Controller of Examinations

**SYMBIOSIS INTERNATIONAL UNIVERSITY****EXAMINATION TIME TABLE : APRIL 2016****INSTITUTE : (0503)SYMBIOSIS SCHOOL OF MEDIA & COMMUNICATION (SSMC),  
BENGALURU****Programme :MBA (CM)****Batch :2014-16****Semester :IV**

<b>Day/Date</b>	<b>Time</b>	<b>Course Code</b>	<b>Course Name</b>
Monday 28/03/2016	02:00 pm To 03:30 pm	0503410403	Business Planning for Communication Industries
Tuesday 29/03/2016	02:00 pm To 04:30 pm	0503410404	Media Law
Wednesday 30/03/2016	02:00 pm To 03:30 pm	0503410405	Talent Management
Thursday 31/03/2016	02:00 pm To 03:30 pm	0503410406	Managing Creative Enterprises
Thursday 31/03/2016	02:00 pm To 03:30 pm	0503410407	Managing Public Affairs & PR Agencies
Friday 01/04/2016	02:00 pm To 04:30 pm	0503410409	Communication Design & Evaluation

**Programme :MBA (CM)****Batch :2015-17****Semester :II**

<b>Day/Date</b>	<b>Time</b>	<b>Course Code</b>	<b>Course Name</b>
Monday 28/03/2016	10:00 am To 11:30 am	0503410202	Media & Culture Studies
Tuesday 29/03/2016	10:00 am To 12:30 pm	0503410203	Consumer Behavior & Insights
Wednesday 30/03/2016	10:00 am To 12:30 pm	0503410204	Brand Ecology
Thursday 31/03/2016	10:00 am To 11:30 am	0503410205	Integrated Marketing Communication
Friday 01/04/2016	10:00 am To 12:30 pm	0503410206	Digital Ecosystem
Saturday 02/04/2016	10:00 am To 12:30 pm	0503410207	Introduction to Advertising Industry & Advertising Management
Monday 04/04/2016	10:00 am To 12:30 pm	0503410208	Introduction to Public Relations Industry

**SYMBIOSIS INTERNATIONAL UNIVERSITY****EXAMINATION TIME TABLE : APRIL 2016****INSTITUTE : (0503)SYMBIOSIS SCHOOL OF MEDIA & COMMUNICATION (SSMC),  
BENGALURU****Programme :MBA (CM)****Batch :2014-16****Semester :III**

<b>Day/Date</b>	<b>Time</b>	<b>Course Code</b>	<b>Course Name</b>
Monday 28/03/2016	10:00 am To 11:30 am	0503410301	Marketing Strategies for Brand Communication
Tuesday 29/03/2016	10:00 am To 11:30 am	0503410302	Retail Communication
Wednesday 30/03/2016	10:00 am To 11:30 am	0503410303	Sports & Entertainment Marketing
Thursday 31/03/2016	10:00 am To 12:30 pm	0503410304	Campaign Planning
Friday 01/04/2016	10:00 am To 12:30 pm	0503410306	Digital Communication Solutions
Saturday 02/04/2016	10:00 am To 12:30 pm	0503410311	Corporate Communication
		0503410308	Account Planning Models & Practices
Monday 04/04/2016	10:00 am To 12:30 pm	0503410305	Advance Media Planning & Media Innovation
Tuesday 05/04/2016	10:00 am To 11:30 am	0503410307	Advertising Theory & Strategy
		0503410309	Event Management

**Programme :MBA (CM)****Batch :2015-17,2014-16****Semester :I**

<b>Day/Date</b>	<b>Time</b>	<b>Course Code</b>	<b>Course Name</b>
Monday 28/03/2016	02:00 pm To 04:30 pm	0503410101	Business Statistics (2015-17)
Tuesday 29/03/2016	02:00 pm To 03:30 pm	0503410102	Managerial Economics (2015-17)
Wednesday 30/03/2016	02:00 pm To 04:30 pm	0503410103	Marketing Management (2015-17)
Thursday 31/03/2016	02:00 pm To 04:30 pm	0503410104	Media & Communication Industry Overview (2015-17)
Friday 01/04/2016	02:00 pm To 04:30 pm	0503410105	Business Communication (2015-17)
Saturday 02/04/2016	02:00 pm To 04:30 pm	0503410106	Communication Theories (2015-17)
Monday 04/04/2016	02:00 pm To 04:30 pm	0503410108	Principles & Practices of Management (2014-16,2015-17)

**CONTROLLER OF EXAMINATIONS**