



Shri Vile Parle Kelavani Mandal's  
**USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
(Autonomous Affiliated to University of Mumbai)

Bhaktivedanta Swami Marg, Juhu Scheme, Vile Parle (West), Mumbai - 400056  
Tel.: 42332041/42/43/44/45/46 ● Website: www.upgcm.ac.in ● Email: info@upgcm.ac.in  
NAAC RE-ACCREDITED " A+ " GRADE WITH CGPA 3.27



**REGULAR EXAMINATION TIME TABLE - NOVEMBER, 2024**  
**SECOND YEAR, POST GRADUATION COURSES, SEMESTER-III**

Day & Date	Timings	M.A. (Entertainment, Media & Advertisement )	M.Sc. (Information Technology)
Saturday, 16.11.2024	02:30 p.m. to 04:30 p.m.	ACCOUNT PLANNING & MEDIA BUSINESS	APPLIED ARTIFICIAL INTELLIGENCE
Monday, 18.11.2024	02:30 p.m. to 04:30 p.m.	STRATEGIC BRAND MANAGEMENT	MACHINE LEARNING
Tuesday, 19.11.2024	02:30 p.m. to 04:30 p.m.	MEDIA PLANNING AND BUYING	--
Wednesday, 20.11.2024	02:30 p.m. to 04:30 p.m.	DIGITAL AND SOCIALS MEDIA ADVERTISING & MARKETING	NATURAL LANGUAGE PROCESSING
Thursday, 21.11.2024	02:30 p.m. to 03:30 p.m.	BUSINESS PLAN AND NEGOTIATION SKILLS	STORAGE AS A SERVICE

Alka Shukla  
Controller of Examinations

Dr. A. Kapoor  
Principal



Shri Vile Parle Kelavani Mandal's  
**USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
(Autonomous Affiliated to University of Mumbai)

Bhaktivedanta Swami Marg, Juhu Scheme, Vile Parle (West), Mumbai - 400056  
Tel.: 42332041/42/43/44/45/46 ● Website: www.upgcm.ac.in ● Email: info@upgcm.ac.in  
NAAC RE-ACCREDITED " A+ " GRADE WITH CGPA 3.27



**REGULAR EXAMINATION TIME TABLE - NOVEMBER, 2024**  
**FIRST YEAR, MASTER OF SCIENCE, SEMESTER-I**  
**(For 2024-25 Batch Students - Under NEP)**

Day & Date	Timings	M.Sc. (Artificial Intelligence and Data Science)	M.Sc. (Information Technology)
Saturday, 16.11.2024	02:30 p.m. to 04:30 p.m.	RESEARCH METHODOLOGY	RESEARCH METHODOLOGY
Monday, 18.11.2024	02:30 p.m. to 04:30 p.m.	FUNDAMENTAL CONCEPTS OF ARTIFICIAL INTELLIGENCE	DATA SCIENCE
Tuesday, 19.11.2024	02:30 p.m. to 04:30 p.m.	DATA ANALYSIS AND VISUALIZATION	SOFT COMPUTING TECHNIQUES
Wednesday, 20.11.2024	02:30 p.m. to 04:30 p.m.	--	DATA CENTER TECHNOLOGIES
	02:30 p.m. to 03:30 p.m.	LINEAR ALGEBRA	--
Thursday, 21.11.2024	02:30 p.m. to 03:30 p.m.	RETAIL MARKETING ANALYTICS	CLOUD COMPUTING

Alka Shukla  
Controller of Examinations

Dr. A. Kapoor  
Principal



Shri Vile Parle Kelavani Mandal's  
**USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE**

(Autonomous Affiliated to University of Mumbai)

Bhaktivedanta Swami Marg, Juhu Scheme, Vile Parle (West), Mumbai - 400056  
Tel.: 42332041/42/43/44/45/46 ● Website: www.upgcm.ac.in ● Email: info@upgcm.ac.in

NAAC RE-ACCREDITED " A+ " GRADE WITH CGPA 3.27



**REGULAR EXAMINATION TIME TABLE - NOVEMBER, 2024**

**FIRST YEAR, MASTER OF ARTS, SEMESTER-I**

**(For 2024-25 Batch Students - Under NEP)**

Day & Date	Timings	M.A. (Entertainment, Media & Advertisement)	M.A. (Mass Communication – Film, Television & New Media)
Saturday, 16.11.2024	02:30 p.m. to 04:30 p.m.	MEDIA COMMUNICATION THEORIES	RESEARCH METHODOLOGY AND MEDIA LANDSCAPE
Monday, 18.11.2024	02:30 p.m. to 04:30 p.m.	FUNDAMENTALS OF NEW MEDIA	FILM THEORY & APPRECIATION
Tuesday, 19.11.2024	02:30 p.m. to 04:30 p.m.	FUNDAMENTALS OF CONVENTIONAL MEDIA	SOUND DESIGN & SFX
Wednesday, 20.11.2024	02:30 p.m. to 04:30 p.m.	ORIENTATION TO NEW MEDIA TECHNOLOGIES	WRITING FOR MEDIA
Thursday, 21.11.2024	02:30 p.m. to 04:30 p.m.	SOCIAL SCIENCE RESEARCH DESIGN	PHOTOGRAPHY & CINEMATOGRAPHY
Friday, 22.11.2024	02:30 p.m. to 03:30 p.m.	MEDIA MANAGEMENT	STORY BOARDING

Alka Shukla

Controller of Examinations

Dr. A. Kapoor  
Principal | 3/9/2024