



**SHRI VILE PARLE KELAVANI MANDAL'S**  
**USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE (AUTONOMOUS)**  
**REGULAR EXAMINATION TIME TABLE – OCTOBER, 2026**  
**FIRST YEAR, POST GRADUATION COURSES, SEMESTER-I**  
**[For 2026-27 Batch Students – Under NEP]**



| Day & Date               | Timings                 | Master of Arts<br>(Entertainment, Media &<br>Advertisement) | Masters of Arts<br>(Mass Communication - Film,<br>Television & New Media) | Master of Science<br>(Artificial Intelligence and<br>Data Science) | Master of Science<br>(Information Technology) |
|--------------------------|-------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------|
| Thursday,<br>22.10.2026  | 11:30 AM to<br>01:30 PM | RESEARCH METHODOLOGY                                        | RESEARCH METHODOLOGY                                                      | RESEARCH METHODOLOGY                                               | RESEARCH METHODOLOGY                          |
| Saturday,<br>24.10.2026  | 11:30 AM to<br>01:30 PM | CONTENT WRITING FOR<br>VISUAL MEDIA I                       | CONTENT WRITING FOR<br>VISUAL MEDIA I                                     | DATA ANALYSIS AND<br>VISUALIZATION                                 | DATA SCIENCE                                  |
| Monday,<br>26.10.2026    | 11:30 AM to<br>01:30 PM | DYNAMICS OF<br>COMMUNICATION AND<br>MEDIA THEORIES          | DYNAMICS OF<br>COMMUNICATION AND<br>MEDIA THEORIES                        | FUNDAMENTAL CONCEPTS OF<br>ARTIFICIAL INTELLIGENCE                 | SOFT COMPUTING<br>TECHNIQUES                  |
| Wednesday,<br>28.10.2026 | 11:30 AM to<br>12:30 PM | --                                                          | --                                                                        | LINEAR ALGEBRA                                                     | CLOUD COMPUTING                               |
|                          | 11:30 AM to<br>01:30 PM | FUNDAMENTALS OF<br>CONVENTIONAL AND NEW<br>MEDIA            | FUNDAMENTALS OF<br>CONVENTIONAL AND NEW<br>MEDIA                          | --                                                                 | --                                            |
| Friday,<br>30.10.2026    | 11:30 AM to<br>12:30 PM | --                                                          | --                                                                        | RETAIL MARKETING<br>ANALYTICS                                      | --                                            |
|                          | 11:30 AM to<br>01:30 PM | MULTIMEDIA ADVERTISING                                      | --                                                                        | --                                                                 | --                                            |

Alka Shukla

Controller of Examinations

Dr. Smruti Nanavaty  
Principal (I/c)