MAHATMA EDUCATION SOCIETY'S
PILLAI COLLEGE OF ARTS, COMMERCE & SCIENCE (AUTONOMOUS), NEW PANVEL
TIME TABLE
PCACS/EC/CAI/TT/2024-2025/T1
Academic Year 2024-25
CONTINUOUS ASSESSMENT I, AUGUST 2024
F.Y.B.A.M.M.C (SEM. I)
TIME : 8:00 To 8:40 am

DATE	DAY	COURSE CODE	SUBJECT
21.08.24	WEDNESDAY	PUAMC101	INTRODUCTION TO ADVERTISING
22.08.24	THURSDAY	PUAMC102	INTRODUCTION TO JOURNALISM
23.08.24	FRIDAY	PUAMC103	BASICS OF ENGLISH LITERATURE

S.Y.B.A.M.M.C (ADVERTISING & EVENT MANAGEMENT) (SEM. III)
TIME : 9:30 to 10:10 am

DATE	DAY	COURSE CODE	SUBJECT
21.08.24	WEDNESDAY	PUAMC301	FILM COMMUNICATION
22.08.24	THURSDAY	PUAMC303	FAKE NEWS & FACT CHECKING
23.08.24	FRIDAY	PUAMC304A	BRAND BUILDING
		PUAMC304E	ENTREPRENEURSHIP & BRANDING IN EVENT MANAGEMENT

T.Y.B.A.M.M.C (ADVERTISING & EVENT MANAGEMENT) (SEM. V)
TIME : 11:00 to 12:20 pm

DATE	DAY	COURSE CODE	SUBJECT
21.08.24	WEDNESDAY	PUAMC501	STRATEGIES IN SOCIAL MEDIA
		PUAMC502	BEAT JOURNALISM
22.08.24	THURSDAY	PUAMC503	REPORTING
23.08.24	FRIDAY	PUAMC505A	ENTERTAINMENT AND MEDIA MARKETING
		PUAMC505E	EVENT MARKETING & BRANDING

M. Kay

Examination Committee