



NOTIFICATION OF THE GUJARAT UNIVERSITY
No. Exam. '4-A'/ 51816 /of 2024

Department of Business Intelligence
B. K. School of Professional and Management Studies, Gujarat University, Ahmedabad
December-2024 Exam
Revised on:28/11/2024

Master of Business Administration (Integrated) Semester-III
[MBA (Integrated), MBA (Integrated) BI, MBA (Integrated) in APR](Regular)

Candidates for the above examination are requested to be present at their respective place of examination fifteen minutes before the time of examination.

They are forbidden to take any book or any kind of handwritten/typed /printed material, programmable calculator, and any type of mobile phone in the examination hall.

- Place of the examination will be declared later on.
- The written examination will be conducted in the following order.

Sr. No.	Date/Day	Specialization	Code	Name of Subject	Marks	Time
1	05/12/2024 Thursday	BM	DSC-C- HRM-231	Human Resource Management (HRM)	50	02:30 p.m. to 04:30 p.m.
		BI	DSC-C- FHRM-231	Fundamentals of Human Resource Analytics (FHRA)		
		APR	DSC-C- HRM-231	Human Resource Media (HRM)		
2	06/12/2024 Friday	BM	DSC-C-FM- 232	Financial Management (FM)	50	02:30 p.m. to 04:30 p.m.
		BI	DSC-C-FA- 232	Financial Analytics (FA)		
		APR	DSC-C- AFM-232	Advertising Financial Management (AFM)		
3	07/12/2024 Saturday	BM	DSC-C- MM-233	Marketing Management (MM)	50	02:30 p.m. to 04:30 p.m.
		BI	DSC-C- BAM-233	Business Analytics for Marketing (BAM)		
		APR	DSC-C- EMM-233	Elements of Marketing Management (EMM)		
4	09/12/2024 Monday	BM/BI/APR	MDC-IT- 234	Introduction to Taxation (IT)	50	02:30 p.m. to 04:30 p.m.

The exchange or loan of calculating aids, drawing instruments or the materials used in the examination is not permitted while examinations are in progress. Candidates must bring their own instruments. They will not be allowed to borrow from one another in any circumstances.

NOTE: AEC-235, & VAC-237 exams will be taken by department itself. Timetable and exam place will be given by department.

Ahmedabad-380009.

November 27, 2024

By Order,

for Controller of Examinations.