

**THE HERITAGE ACADEMY
KOLKATA
NOTICE**

Date: March 8, 2021

The routine for Odd Semester University Examination 2020 - 2021 (**ONLINE MODE**) of BBA conducted by Maulana Abul Kalam Azad University Of Technology is scheduled as follows. Students will be allowed to give the Examination after fulfilling all the necessary requirements set by the University.

BACHELOR OF BUSINESS ADMINISTRATION

1st Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	4.30 pm - 6.00 pm	CBCS	BBA 101	Principles of Management	100025
			NEW	BBA(N) 101	English	1298
			OLD	BBA 101	ENGLISH - I	1297
18-Mar-21	Thursday	4.30 pm - 6.00 pm	CBCS	BBA 102	Business Economics	100026
			NEW	BBA(N) 102	Basics of Mathematics	1299
			OLD	BBA 102	MATHEMATICS - I	1300
19-Mar-21	Friday	4.30 pm - 6.00 pm	CBCS	BBA 104	Business Communication	120004
			NEW	BBA(N) 103	Fundamentals of Statistics	1302
			OLD	BBA 103	STATISTICS - I	1301
20-Mar-21	Saturday	4.30 pm - 6.00 pm	CBCS	GE3B-03	Basic Mathematics & Statistics	310003
			NEW	BBA(N) 104	Economics(Micro)	1303
			OLD	BBA 104	ECONOMICS - I	1304
22-Mar-21	Monday	4.30 pm - 6.00 pm	NEW	BBA(N) 105	Computer Applications	1306
			OLD	BBA 105	INDIAN SOCIETY & CULTURE	1305
23-Mar-21	Tuesday	4.30 pm - 6.00 pm	OLD	BBA 106	COMPUTER APPLICATIONS-I	1307

3rd Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	11.30 am - 1.00 pm	NEW	BBA(N)-301	Principles of Management	3632
			OLD	BBA 301	Principles of Management	3359
18-Mar-21	Thursday	11.30 am - 1.00 pm	NEW	BBA(N)-302	Managerial Economics	3633
			OLD	BBA 303	Business Regulatory Framework	3361
19-Mar-21	Friday	11.30 am - 1.00 pm	NEW	BBA(N)-303	Business Laws	3634
			OLD	BBA 304	Business Economics	3362
20-Mar-21	Saturday	11.30 am - 1.00 pm	OLD	BBA 305	Business Communication	3363
			NEW	BBA(N)-304	Financial Accounting	3635
22-Mar-21	Monday	11.30 am - 1.00 pm	OLD	BBA 302	Business Environment	3360
			NEW	BBA(N)-305	Environmental Sciences	3636
23-Mar-21	Tuesday	11.30 Am - 1.00 pm	OLD	BBA 306	Financial Accounting	3364

5th Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	2.00 pm - 3.30 pm	NEW	BBA(N)-501	Financial Management	5698
			OLD	BBA 501	Financial Management II	5372
18-Mar-21	Thursday	2.00 pm - 3.30 pm	NEW	BBA(N)-502	Sales & Distribution Management	5699
			OLD	BBA 502	Marketing Management II	5373
19-Mar-21	Friday	2.00 pm - 3.30 pm	NEW	BBA(N)-503	Human Resource Development	5700
			OLD	BBA 503	Human Resource management II	5374
20-Mar-21	Saturday	2.00 pm - 3.30 pm	NEW	BBA(N)-504	Entrepreneurship Development	5701
			OLD	BBA 504	Fundamentals of Entrepreneurship	5375
22-Mar-21	Monday	2.00 pm - 3.30 pm	NEW	BBA(N)-505	Research Methodology	5702
			OLD	BBA 505	Environmental Management	5376
23-Mar-21	Tuesday	2.00 pm - 3.30 pm	OLD	BBA 506	Transport Management	5377

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BACHELOR OF COMPUTER APPLICATION

1st Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	4.30 pm - 6.00 pm	CBCS	BCAC 101	Programming for Problem Solving	100046
			NEW	BCAN 101	Digital Electronics	1095
			OLD	BCA 101	DIGITAL ELECTRONICS	1094
18-Mar-21	Thursday	4.30 pm - 6.00 pm	CBCS	BCAC 102	Digital Electronics	100048
			NEW	BCAN 102	Environment Studies	1096
			OLD	BCA 102	BUSINESS SYSTEMS AND APPLICATIONS	1097
19-Mar-21	Friday	4.30 pm - 6.00 pm	CBCS	BCAA 101	Soft Skills	120007
			NEW	BCAN 103	C Programming	1099
			OLD	BCA 103	INTRODUCTION TO PROGRAMMING	1098
20-Mar-21	Saturday	4.30 pm - 6.00 pm	CBCS	GE3B-09	Mathematics for Computing	310009
			NEW	BMN 101	Basic Mathematical Computation	1100
			OLD	BCA 104	PC SOFTWARE	1101
22-Mar-21	Monday	4.30 pm - 6.00 pm	OLD	BM 101	MATHEMATICS	1102

3rd Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	11.30 am - 1.00 pm	NEW	BCAN-301	Operating Systems	3494
			OLD	BCA 301	Operating Systems	3158
18-Mar-21	Thursday	11.30 am - 1.00 pm	NEW	BCAN-E302A	Object Oriented Programming with C++	3495
			OLD	BCA 302	Data Structure with C	3159
19-Mar-21	Friday	11.30 am - 1.00 pm	NEW	BCAN-E302B	GUI Programming with .NET	3496
			OLD	BCA 303	Graphics & Internet	3160
20-Mar-21	Saturday	11.30 am - 1.00 pm	NEW	BCAN-303	Computer Graphics	3497
			OLD	BBA 301	Management & Accounting	3162
22-Mar-21	Monday	11.30 am - 1.00 pm	NEW	BMN-301	Mathematics for Computing	3498
			OLD	BM 301	Mathematics for Computing	3161

5th Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	2.00 pm - 3.30 pm	NEW	BCAN-501	Cyber Security	5719
			OLD	BCA 502	Unix & Shell Programming	5145
18-Mar-21	Thursday	2.00 pm - 3.30 pm	NEW	BCAN-502	Unix and Shell Programming	5720
			OLD	BCA 501	Data communication & Computer Networks	5144
19-Mar-21	Friday	2.00 pm - 3.30 pm	NEW	BCA(BBA)N -501	Management and Accounting	5721
			OLD	BCA 503	Windows Programming	5146
20-Mar-21	Saturday	2.00 pm - 3.30 pm	OLD	BCAE 501A	ADVANCED UNIX AND SHELL PROGRAMMING	5147
			OLD	BCAE 501B	Human Computer Interaction	5149
			OLD	BCAE 501C	MULTIMEDIA & ECOMMERCE	5148
22-Mar-21	Monday	2.00 pm - 3.30 pm	OLD	HU 501	Values & Ethics of Profession	5150

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BACHELOR OF SCIENCE IN MEDIA SCIENCE

1st Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	4.30 pm - 6.00 pm	NEW	BMS 101	Introduction to Media	1238
			OLD	MMS 101	DEVELOPMENT OF MASS COMMUNICATION	1239
18-Mar-21	Thursday	4.30 pm - 6.00 pm	NEW	BMS 102	Language Practice: Reading Comprehension & Writing	1241
			OLD	MMS 102	LAWS & ETHICS IN MASS COMMUNICATION	1240
19-Mar-21	Friday	4.30 pm - 6.00 pm	NEW	BMS 103	Photography	1242
			OLD	MMS 103	PRINT JOURNALISM & COMPARATIVE MEDIA	1243
20-Mar-21	Saturday	4.30 pm - 6.00 pm	NEW	BMS 104	Basic Computer Application	1245
			OLD	MMS 104	BASIC COMPUTER APPLICATION	1244
22-Mar-21	Monday	4.30 pm - 6.00 pm	NEW	BMS 105	Visual Design: Aesthetics and Application	1246

3rd Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	11.30 am - 1.00 pm	NEW	BMS 301	Integrated Marketing Communication I (Marketing & Advertising)	3603
			OLD	MMS 302	Stage Production & Direction	3313
18-Mar-21	Thursday	11.30 am - 1.00 pm	NEW	BMS 302	Film Studies I + Film Diary	3604
			OLD	MMS 303	Advertising	3314
19-Mar-21	Friday	11.30 am - 1.00 pm	OLD	MMS 304	Film & Television: Theory & Practice	3315
20-Mar-21	Saturday	11.30 am - 1.00 pm	OLD	MMS 305	Information & Computer Technology	3316
22-Mar-21	Monday	11.30 am - 1.00 pm	OLD	MMS 301	Marketing in Mass Media	3312

5th Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
17-Mar-21	Wednesday	2.00 pm - 3.30 pm	NEW	BMS 501	Media Research and Methodology	5802
			OLD	MMS 502	Entrepreneurship in Media	5314
18-Mar-21	Thursday	2.00 pm - 3.30 pm	NEW	BMS 502	Entrepreneurship & Media Management	5803
			OLD	MMS501	Media Management	5313
19-Mar-21	Friday	2.00 pm - 3.30 pm	NEW	BMS 503	Ecology & Environmental Communication	5804
			OLD	MMS503	Design & Page Make Up	5315
20-Mar-21	Saturday	2.00 pm - 3.30 pm	NEW	BMS 504 B	Advertising, PR & Events	5806
			NEW	BMS 504 A	Electronic Media production	5805
			NEW	BMS 504 E	Photography	5809
			NEW	BMS 504 D	Print & Cybe Media	5808
			NEW	BMS 504 C	Film Making	5807
			OLD	MMS 504	Film & Television: Theory & Practice	5316
22-Mar-21	Monday	2.00 pm - 3.30 pm	OLD	MMS 505	Study of Media Scene. in India: Radio Television New Media	5317

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MASTER OF SCIENCE IN MEDIA SCIENCE

1st Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
12-Mar-21	Friday	4.30 pm - 6.00 pm	NEW	MMC 101	MASS MEDIA & COMMUNICATION	10724
13-Mar-21	Saturday	4.30 pm - 6.00 pm	NEW	MMC 102	UNDERSTANDING MEDIA IN HISTORICAL PERSPECTIVE	10725
15-Mar-21	Monday	4.30 pm - 6.00 pm	NEW	MMC 103	INTRODUCTION TO JOURNALISM	10726
16-Mar-21	Tuesday	4.30 pm - 6.00 pm	NEW	MMC 104	INDIAN CONSTITUTION, MEDIA LAWS & ETHICS	10727
17-Mar-21	Wednesday	4.30 pm - 6.00 pm	NEW	MMC 105	INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS	10728
18-Mar-21	Thursday	4.30 pm - 6.00 pm	NEW	MMC 106	INTRODUCTION TO VISUAL LANGUAGE: PHOTOGRAPHY & VIDEOGRAPHY	10729

3rd Semester

Date	Day	Time	Syllabus	Paper Code	Paper Name	UPID
12-Mar-21	Friday	11.30 am - 1.00 pm	NEW	MMC 301B	MANAGEMENT PRINCIPLES & MEDIA BUSINESS	30369
			NEW	MMC 301D	MANAGEMENT PRINCIPLES & MEDIA BUSINESS	30369
			NEW	MMC 301A	MANAGEMENT PRINCIPLES & MEDIA BUSINESS	30369
			NEW	MMC 301C	MANAGEMENT PRINCIPLES & MEDIA BUSINESS	30369
13-Mar-21	Saturday	11.30 am - 1.00 pm	NEW	MMC 302A	COMMUNICATION RESEARCH	30373
			NEW	MMC 302B	COMMUNICATION RESEARCH	30373
			NEW	MMC 302C	RESEARCH ON VISUALIZATION & DESIGN STRATEGIES	30374
			NEW	MMC 302D	RESEARCH ON COPYWRITING & VISUALIZATION STRATEGIES	30376
15-Mar-21	Monday	11.30 am - 1.00 pm	NEW	MMC 303A	ADVANCED PRINT JOURNALISM & PHOTO JOURNALISM	30377
			NEW	MMC 303B	RADIO THEORY & PRACTICE	30378
			NEW	MMC 303D	MARKETING FUNDAMENTALS & CORPORATE COMMUNICATIONS	30379
			NEW	MMC 303C	GRAPHIC DESIGN PRINCIPLES, TYPOGRAPHY & LAYOUT	30380
16-Mar-21	Tuesday	11.30 am - 1.00 pm	NEW	MMC 304C	PRINCIPLES, STYLES & HISTORY OF ANIMATION	30381
			NEW	MMC 304A	CYBER JOURNALISM	30382
			NEW	MMC 304B	TELEVISION JOURNALISM	30383
			NEW	MMC 304D	CONSUMER BEHAVIOUR & BRAND MANAGEMENT	30384

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