



SADHANA EDUCATION SOCIETY'S
(Registered under society's act of 1860 & Bombay Public Trust Act 1950)
Linguistic (Gujarati) Minority

L. S. RAHEJA COLLEGE OF ARTS & COMMERCE

Estd : 1980
Relief Road, Santacruz (W), Mumbai - 400 054.
Tel.: 2660 9320 / 2661 4101 • E-mail : degree.office@lsraheja.org / principal@lsraheja.org
Website : www.lsraheja.org

Ref. No.LSRC/BMM SEM V&VI/APR REG&ATKT/2021-22/53

19/4/2021

TIME TABLE OF SEMESTER VI REGULAR AND ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF MASS MEDIA

DAY AND DATE	TIME	PAPER/SUBJECT
WEDNESDAY, 12 TH MAY 2021	11:30 AM TO 12:30 PM	Advertising: Advertising and Marketing Research
WEDNESDAY, 12 TH MAY 2021	11:30 AM TO 12:30 PM	Journalism: Press Laws and Ethics
FRIDAY, 14 TH MAY 2021	11:30 AM TO 12:30 PM	Advertising: Legal Environment and Advertising Ethics
FRIDAY, 14 TH MAY 2021	11:30 AM TO 12:30 PM	Journalism: Broadcast Journalism
SATURDAY, 15 TH MAY 2021	11:30 AM TO 12:30 PM	Advertising: Financial Management for Marketing and Advertising
SATURDAY, 15 TH MAY 2021	11:30 AM TO 12:30 PM	Journalism: Business & Magazine Journalism
MONDAY, 17 TH MAY 2021	11:30 AM TO 12:30 PM	Advertising: Digital Media
MONDAY, 17 TH MAY 2021	11:30 AM TO 12:30 PM	Journalism: Digital Media
TUESDAY, 18 TH MAY 2021	11:30 AM TO 12:30 PM	Advertising: Agency Management
TUESDAY, 18 TH MAY 2021	11:30 AM TO 12:30 PM	Journalism: Issues of Global Media
WEDNESDAY, 19 TH MAY 2021	11:30 AM TO 12:30 PM	Advertising: The Principles and Practice of Direct Marketing
WEDNESDAY, 19 TH MAY 2021	11:30 AM TO 12:30 PM	Journalism: News Media Management
THURSDAY, 20 TH MAY 2021	11:30 AM TO 12:30 PM	Advertising: Contemporary Issues
THURSDAY, 20 TH MAY 2021	11:30 AM TO 12:30 PM	Journalism: Contemporary Issues

IMPORTANT NOTES:

1. Examinations will be conducted online.
2. The candidates appearing for the online examination should be ready 15 minutes prior to commencement of examination-
3. Ensure the consistent Internet supply, well before the start of examination. Requirement of minimum of internet data of 2GB per examination/day.
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5. In case of any technical difficulty arises while appearing in the examination which may lead discontinuation of online examination, student concern should inform by calling HELPLINE NO **+91 9321528204** and also to send an email to helpline.exam@lsraheja.org stating details. Complaint/s reported late or after the examination, may not be accepted.
6. Students should ensure proper working of the device well in time (laptop/desktop/mobile/i-pad) for appearing online examination.

Ms Kavita Makhija
Coordinator



Dr. DEBAJIT SARKAR
PRINCIPAL



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TIME TABLE OF SEMESTER V ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF MASS MEDIA

DAY AND DATE	TIME	PAPER/SUBJECT
MONDAY, 24 TH MAY 2021	11:00 AM TO 12:00 PM	Advertising: BRAND BUILDING

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TIME TABLE OF SEMESTER VI REGULAR AND ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF COMMERCE (FINANCIAL MARKETS)

DAY AND DATE	TIME	PAPER/SUBJECT
WEDNESDAY, 12 TH MAY 2021	1:30-2:30	RISK MANAGEMENT
FRIDAY, 14 TH MAY 2021	1:30-2:30	VENTURE CAPITAL AND PRIVATE EQUITY
SATURDAY, 15 TH MAY 2021	1:30-2:30	MUTUAL FUND MANAGMENT
MONDAY, 17 TH MAY 2021	1:30-2:30	ORGANISATIONAL BEHAVIOUR
TUESDAY, 18 TH MAY 2021	1:30-2:30	CORPORATE RESTRUCTURING

IMPORTANT NOTES:

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Ms Divya Kanchan
Coordinator

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TIME TABLE OF SEMESTER V ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF COMMERCE (FINANCIAL MARKETS)

DAY AND DATE	TIME	PAPER/SUBJECT
MONDAY, 24 TH MAY 2021	11:00-12:00	CORPORATE ACCOUNTING
TUESDAY, 25 TH MAY 2021	11:00-12:00	MARKETING IN FINANCIAL SERVICES

IMPORTANT NOTES:

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TIME TABLE OF SEMESTER VI REGULAR AND ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF COMMERCE (ACCOUNTING & FINANCE)

DAY AND DATE	TIME	PAPER/SUBJECT
WEDNESDAY, 12 TH MAY 2021	1:30-2:30	FINANCIAL ACCOUNTING VII
FRIDAY, 14 TH MAY 2021	1:30-2:30	COST ACCOUNTING IV
SATURDAY, 15 TH MAY 2021	1:30-2:30	FINANCIAL MANAGEMENT III
MONDAY, 17 TH MAY 2021	1:30-2:30	TAXATION V
TUESDAY, 18 TH MAY 2021	1:30-2:30	ECONOMICS III (INDIAN ECONOMY)

IMPORTANT NOTES:

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Ms. Vaishali Pandya
Coordinator

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TIME TABLE OF SEMESTER V ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF COMMERCE (ACCOUNTING & FINANCE)

DAY AND DATE	TIME	PAPER/SUBJECT
MONDAY, 24 TH MAY 2021	11:00-12:00	MANAGEMENT (MANAGEMENT APPLICATIONS II)
TUESDAY, 25 TH MAY 2021	11:00-12:00	TAXATION IV – (DIRECT TAXES – I)

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TIME TABLE OF SEMESTER VI REGULAR AND ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF COMMERCE (BANKING & INSURANCE)

DAY AND DATE	TIME	PAPER/SUBJECT
WEDNESDAY, 12 TH MAY 2021	1:30-2:30	CENTRAL BANKING
FRIDAY, 14 TH MAY 2021	1:30-2:30	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
SATURDAY, 15 TH MAY 2021	1:30-2:30	AUDITING-II
MONDAY, 17 TH MAY 2021	1:30-2:30	HUMAN RESOURCE MANAGEMENT
TUESDAY, 18 TH MAY 2021	1:30-2:30	MARKETING IN BANKING AND INSURANCE

IMPORTANT NOTES:

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Ms. JYOTI PARIMAL SARKAR
Coordinator

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TIME TABLE OF SEMESTER V ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF MANAGEMENT STUDIES

DAY AND DATE	TIME	PAPER/SUBJECT
MONDAY, 24 TH MAY 2021	11:00-12:00	CORPORATE COMMUNICATION & PUBLIC RELATIONS
TUESDAY, 25 TH MAY 2021	11:00-12:00	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
THURSDAY, 27 TH MAY 2021	11:00-12:00	WEALTH MANAGEMENT
FRIDAY, 28 TH MAY 2021	11:00-12:00	DIRECT TAXES

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(Ms Suvarna Raikar & Ms Heta Parekh)
BMS Coordinators

(Dr. Debajit Sarkar)
Principal





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TIME TABLE OF SEMESTER VI REGULAR & ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF MANAGEMENT STUDIES

DAY AND DATE	TIME	PAPER/SUBJECT
WEDNESDAY, 12 TH MAY 2021	11:30-12:30	OPERATIONS RESEARCH
FRIDAY, 14 TH MAY 2021	11:30-12:30	BRAND MANAGEMENT/INTERNATIONAL FINANCE
SATURDAY, 15 TH MAY 2021	11:30-12:30	RETAIL MANAGEMENT/ INNOVATIVE FINANCIAL SERVICES
MONDAY, 17 TH MAY 2021	11:30-12:30	INTERNATIONAL MARKETING/ PROJECT MANAGEMENT
TUESDAY, 18 TH MAY 2021	11:30-12:30	MEDIA PLANNING & MANAGEMENT/ STRATEGIC FINANCIAL MANAGEMENT

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TIME TABLE OF SEMESTER VI REGULAR AND ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

DAY AND DATE	TIME	PAPER/SUBJECT
WEDNESDAY, 12 TH MAY 2021	1:30-2:30	CYBER LAW
FRIDAY, 14 TH MAY 2021	1:30-2:30	BUSINESS INTELLIGENCE
SATURDAY, 15 TH MAY 2021	1:30-2:30	SECURITY IN COMPUTING
MONDAY, 17 TH MAY 2021	1:30-2:30	PRINCIPLES OF GEOGRAPHIC INFORMATION SYSTEM
TUESDAY, 18 TH MAY 2021	1:30-2:30	SOFTWARE QUALITY ASSURANCE

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For Ms. Prajakata Joshi
Coordinator

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TIME TABLE OF SEMESTER V ATKT APRIL/MAY 2020-21

PROGRAMME- BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

DAY AND DATE	TIME	PAPER/SUBJECT
MONDAY, 24 TH MAY 2021	11:00-12:00	ARTIFICIAL INTELLIGENCE
TUESDAY, 25 TH MAY 2021	11:00-12:00	ENTERPRISE JAVA

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