



# VIDYASAGAR UNIVERSITY

MIDNAPORE • PASCHIM MEDINIPUR

WEST BENGAL • PIN 721 102

OFFICE OF THE CONTROLLER OF EXAMINATIONS

Ref. No.: VU/CE/GD-0225/2025

Date: 06.05.2025

## Provisional Examination Schedule for MBA 4<sup>th</sup> Semester Examinations 2025 (For Students of Bengal Institute of Business Studies)

### (NEW SYLLABUS)

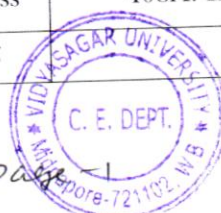
Major: Financial Management Minor: Digital Marketing			
Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	MBA- 401: Business Analytics	MBA- 402: Strategic Management
27-05-2025	Tuesday	MBA- 403: International Business	406A: Financial Markets and Services
28-05-2025	Wednesday	411A: Social Media Marketing	406B: Strategic Financial Management

Major: Business Analytics and data science Minor: Digital Marketing			
Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	MBA- 401: Business Analytics	MBA- 402: Strategic Management
27-05-2025	Tuesday	MBA- 403: International Business	409A: Big Data and SQL
28-05-2025	Wednesday	411A: Social Media Marketing	409B: Business Analytics using IOT, AI and ML

Major: Marketing Minor: Digital Marketing			
Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	MBA- 401: Business Analytics	MBA- 402: Strategic Management
27-05-2025	Tuesday	MBA- 403: International Business	407B: Promotion Management
28-05-2025	Wednesday	411A: Social Media Marketing	407D: Brand Management

Major: Digital Marketing Minor: Marketing			
Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	MBA- 401: Business Analytics	MBA- 402: Strategic Management
27-05-2025	Tuesday	MBA- 403: International Business	407B: Promotion Management
28-05-2025	Wednesday	411A: Social Media Marketing	411B: Web Analytics

Major: Human Resource Minor: Digital Marketing			
Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	MBA- 401: Business Analytics	MBA- 402: Strategic Management
27-05-2025	Tuesday	MBA- 403: International Business	408A: Leadership and Team Dynamics
28-05-2025	Wednesday	411A: Social Media Marketing	408D: HR Analytics





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**Major: Logistics and Supply Chain Management**  
**Minor: Marketing**

Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	MBA- 401: Business Analytics	MBA- 402: Strategic Management
27-05-2025	Tuesday	MBA- 403: International Business	407B: Promotion Management
28-05-2025	Wednesday	412A: Application of IT and ITES in Supply Chain Management	412B: E-Logistics

**Major: Marketing**  
**Minor Logistics and Supply Chain Management**

Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	MBA- 401: Business Analytics	MBA- 402: Strategic Management
27-05-2025	Tuesday	MBA- 403: International Business	407B: Promotion Management
28-05-2025	Wednesday	412A: Application of IT and ITES in Supply Chain Management	407D: Brand Management

**(OLD SYLLABUS)**

**Major: Strategic Marketing Management**  
**Minor: Digital Marketing**

Date	Day	10.00 am to 1.00 pm	2.30 pm to 5.30 pm
26-05-2025	Monday	-----	MBA- 405: Strategic Management
27-05-2025	Tuesday	MBA- 404: International Business	402: Advertising and Communication Management
28-05-2025	Wednesday	401: Social Media Marketing	403: Service Marketing

**Note :** This schedule is applicable to the students who are eligible to appear in the 4<sup>th</sup> semester examination 2025

\*\*\*Practical Examinations / Dissertation / Grand Viva (if any) : to be completed within 7<sup>th</sup> June, 2025

*26/5/25*

*Pratap  
-T. 6/5/25*

**Controller of Examinations(offg.)**  
 Controller of Examinations  
 (Officiating)

Vidyasagar University  
 Midnapore-721102, W.B.

**Copy to:**

01. The Principal, Bengal Institute of Business Studies (BIBS).
02. The Centre-in-Charge, St. Anthony's High School, Esplanade, Taltala, Kolkata.
03. The Information Scientist, Vidyasagar University with a request to upload the notification in the University Website for wide circulation.
04. Office file.

