

TECNIA INSTITUTE OF ADVANCED STUDIES – CDL

POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)-ODL- 3 Years

(SCHEME OF EXAMINATIONS)

Programme Name: POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Scheme of Programme Code: TDL

Scheme ID: 5

Sem. / Year: 01 SEM. / 01st YR.

Institution Code:

Institution: TECNIA INSTITUTE OF ADVANCED STUDIES- CDL

| S. No. | Course Code | Course Title | Credit | Type | Mode | Internal Assessment | Term End Examination | Maximum Marks | Pass Marks |
|--------|-------------|--|--------|--------|------------|---------------------|----------------------|---------------|------------|
| 1 | TDL - 01 | Management Process & Organizational Behavior | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 2 | TDL - 02 | Decision Sciences | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 3 | TDL - 03 | Managerial Economics | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 4 | TDL - 04 | Accounting for Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 5 | TDL - 05 | Information Technology Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 6 | TDL - 06 | Business Communication | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |

(SCHEME OF EXAMINATIONS)

Programme Name: POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Scheme of Programme Code: TDL

Scheme ID: 5

Sem. / Year: 02 SEM. / 01st YR.

Institution Code:

Institution: TECNIA INSTITUTE OF ADVANCED STUDIES- CDL

| S. No. | Course Code | Course Title | Credit | Type | Mode | Internal Assessment | Term End Examination | Maximum Marks | Pass Marks |
|--------|-------------|---|--------|--------|------------|---------------------|----------------------|---------------|------------|
| 1 | TDL - 08 | Management of Technology, Innovation & Change | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 2 | TDL - 09 | Financial Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 3 | TDL - 10 | Marketing Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 4 | TDL - 11 | Business Research | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 5 | TDL - 12 | Operations Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 6 | TDL - 13 | Human Resources Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 7 | TDL - 14 | E-Business | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |

(SCHEME OF EXAMINATIONS)

Programme Name: POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Scheme of Programme Code: TDL

Scheme ID: 5

Sem. / Year: 03 SEM. / 02nd YR.

Institution Code:

Institution: TECNIA INSTITUTE OF ADVANCED STUDIES- CDL

| S. No. | Course Code | Course Title | Credit | Type | Mode | Internal Assessment | Term End Examination | Maximum Marks | Pass Marks |
|--------|-------------|--------------|--------|------|------|---------------------|----------------------|---------------|------------|
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| 1 | TDL - 15 | Management of International Business | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 2 | TDL - 16 | Information Systems Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 3 | TDL- 17 | Entrepreneurship Development | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 4 | TMKT - 01 | Consumer Behaviors | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 5 | TMKT - 02 | Sales And Distribution Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 6 | TMKT - 03 | International Marketing | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 7 | TMKT - 04 | Services Marketing | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |

(SCHEME OF EXAMINATIONS)

Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Scheme of Programme Code:TDL

Scheme ID: 5

Sem. / Year: 04 SEM. / 02nd YR.

Institution Code:

Institution: TECNIA INSTITUTE OF ADVANCED STUDIES- CDL

| S. No. | Course Code | Course Title | Credit | Type | Mode | Internal Assessment | Term End Examination | Maximum Marks | Pass Marks |
|--------|-------------|--|--------|--------|------------|---------------------|----------------------|---------------|------------|
| 1 | TDL-18 | Business Intelligence and Applications | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |
| 2 | TDL-19 | Strategic Management | 4 | Theory | compulsory | 35 | 65 | 100 | 50 |

(SCHEME OF EXAMINATIONS)

Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Scheme of Programme Code:TDL

Scheme ID: 5

Sem. / Year: 05 SEM. / 03 rd YR.

Institution Code:

Institution: TECNIA INSTITUTE OF ADVANCED STUDIES- CDL

| S. No. | Course Code | Course Title | Credit | Type | Mode | Internal Assessment | Term End Examination | Maximum Marks | Pass Marks |
|--------|-------------|--|--------|--------|------------|---------------------|----------------------|---------------|------------|
| 1 | TDLP - 01 | Industrial Training and Project Report (equivalent to two courses) | 8 | Theory | compulsory | 60 | 140 | 200 | 50 |

(SCHEME OF EXAMINATIONS)

Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

Scheme of Programme Code:TDL

Scheme ID: 5

Sem. / Year: 06 SEM. / 03 rd YR.

Institution Code:

Institution: TECNIA INSTITUTE OF ADVANCED STUDIES- CDL

| S. No. | Course Code | Course Title | Credit | Type | Mode | Internal Assessment | Term End Examination | Maximum Marks | Pass Marks |
|--------|-------------|--|--------|--------|------------|---------------------|----------------------|---------------|------------|
| 1 | TDLP - 02 | Research Project Based on Specialization (equivalent to two courses) | 8 | Theory | compulsory | 60 | 140 | 200 | 50 |