

# TECNIA INSTITUTE OF ADVANCED STUDIES – CDL

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

### (SCHEME OF EXAMINATIONS)

Scheme of Programme Code:TDL      Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT      Scheme ID:      5      Sem. / Year: 01 SEM. / C  
 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)

Scheme of Programme Code:TDL      Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT      Scheme ID:      5      Sem. / Year: 02 SEM. / C  
 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)

Scheme of Programme Code:TDL      Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT      Scheme ID:      5      Sem. / Year: 03 SEM. / C  
 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 - 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)**

Scheme of Programme Code:TDL      Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT      Scheme ID:      5      Sem. / Year: 04 SEM. / C  
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)**

Scheme of Programme Code:TDL      Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT      Scheme ID:      5      Sem. / Year: 05 SEM. / C  
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)**

Scheme of Programme Code:TDL      Programme Name:POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT      Scheme ID:      5      Sem. / Year: 06 SEM. / C  
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