

TECNIA INSTITUTE OF ADVANCED STUDIES – CDL

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) -ODL- 2 Years

SCHEME OF EXAMINATIONS- PGDM(ODL)-BATCH 2023-25

Scheme of Programme Code: 1-7462780203

Programme Name: POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)

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

Institution Code: S-21178

Institution: TECNIA INSTITUTE OF ADVANCED STUDIES-CDL

Scheme ID: TDL2023005

S.No.	Course Code	Course Title	Credit	Type	Mode	Internal Assessment	Term End Examination	Maximum Marks	Pass Marks
1	TDL – 01	MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR	5	Theory	Compulsory	30	70	100	50
2	TDL – 02	DECISION SCIENCES	5	Theory	Compulsory	30	70	100	50
3	TDL – 03	INFORMATION TECHNOLOGY MANAGEMENT	5	Theory	Compulsory	30	70	100	50
4	TDL – 04	BUSINESS COMMUNICATION	5	Theory	Compulsory	30	70	100	50
5	TDL – 05	MANAGEMENT OF INTERNATIONAL BUSINESS	5	Theory	Compulsory	30	70	100	50

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

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S.No.	Course Code	Course Title	Credit	Type	Mode	Internal Assessment	Term End Examination	Maximum Marks	Pass Marks
1	TDL – 06	Financial Management	5	Theory	Compulsory	30	70	100	50
2	TDL – 07	Marketing Management	5	Theory	Compulsory	30	70	100	50
3	TDL – 08	Business Research	5	Theory	Compulsory	30	70	100	50
4	TDL – 09	Human Resources Management	5	Theory	Compulsory	30	70	100	50
5	TDL – 10	Business Intelligence and Applications	5	Theory	Compulsory	30	70	100	50

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Sem. / Year: 03 SEM. / 2nd YR.

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S.No.	Course Code	Course Title	Credit	Type	Mode	Internal Assessment	Term End Examination	Maximum Marks	Pass Marks
1	TDL-11	Strategic Management	5	Theory	Compulsory	30	70	100	50
2	TDL-12	Corporate Social Responsibility, Human Values & Ethics	5	Theory	Compulsory	30	70	100	50
3	TOM – 01	Operations Management (OM)	5	Theory	Compulsory	30	70	100	50
4	TOM – 02	Logistic and Supply Chain Management	5	Theory	Compulsory	30	70	100	50
5	TOM – 03	Project Management	5	Theory	Compulsory	30	70	100	50

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1	TDL- 13	Managing Innovation, Intrapreneurship & Change	5	Theory	Compulsory	30	70	100	50
2	TMKT-04	Customer Relationship Management	5	Theory	Compulsory	30	70	100	50
3	TMKT-05	Sales and Distribution Management	5	Theory	Compulsory	30	70	100	50
4	TMKT-06	Retail Management	5	Theory	Compulsory	30	70	100	50
5	TDL-14	Project based Dissertation or Family business startup	7	Theory	Compulsory	30	70	100	50